LIFE



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More than 2,000,000 have been in use ten years or longer—an unsurpassed record for dependable, efficient performance!

The *chief* reason, of course, is the famous General Electric sealed-in refrigerating system. Air-tight and oiltight, this dependable system has never been excelled for efficient, economical operation . . . year in, year out.

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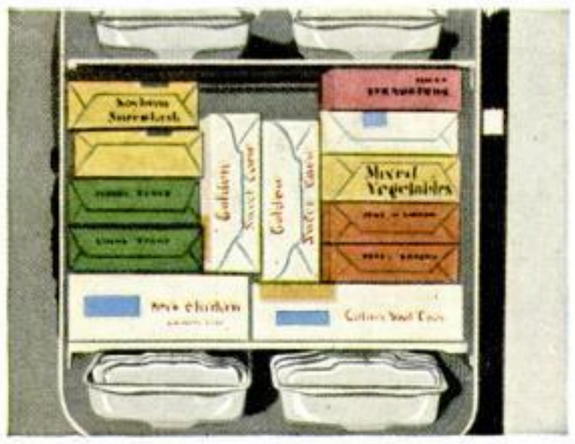
General Electric Company, Bridgeport 2, Conn.

The new 1949 General Electric Space Maker Refrigerator

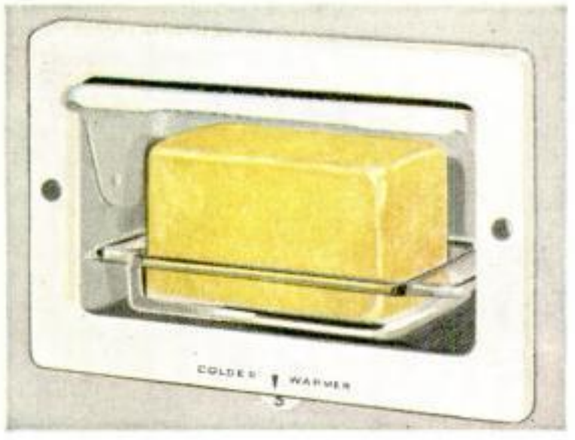
You'll bless these features . . . every single day!



Holds more food! The G-E Space Maker gives you ⅓ more refrigerated food storage in the same kitchen floor space.



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Butter conditioner in door! Keeps butter at just the right temperature for easy, wasteless spreading.



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Junior model Mary Mohr shows how it can work for you, too



A dream dances . . . 21-year-old model Mary Mohr of Jersey City, clicks at a college prom. This popular gal brightens many a magazine page with a smile her beaux find irresistible!

Like so many successful young models, Mary knows how much an attractive smile depends on firm, healthy gums. "I follow the *Ipana* way to healthier gums and brighter teeth . . . *because dentists say it works!*" says Mary. Here's how her professionally approved Ipana dental care can work for you, too . . .



"See? The Ipana way is simple as can be," Mary shows her friend. Easy as 1, 2:

1. *Between regular visits to your dentist*, brush all tooth surfaces with Ipana Tooth Paste at least twice a day.
2. Then massage gums the way your dentist advises—to stimulate gum circulation. (Ipana's unique formula actually helps stimulate your gums. You can *feel* the invigorating tingle!)

Just do this regularly for healthier gums, brighter teeth—an Ipana smile. Ipana's extra-refreshing flavor leaves your mouth fresher, your breath cleaner, too. Ask *your* dentist about Ipana and massage. Remember, a good dentifrice, like a good dentist, is *never* a luxury!

YES, 8 OUT OF 10 DENTISTS SAY:



Products of Bristol-Myers

Ipana dental care promotes Healthier gums, brighter teeth*

* *In thousands of recent reports from all over the country.*

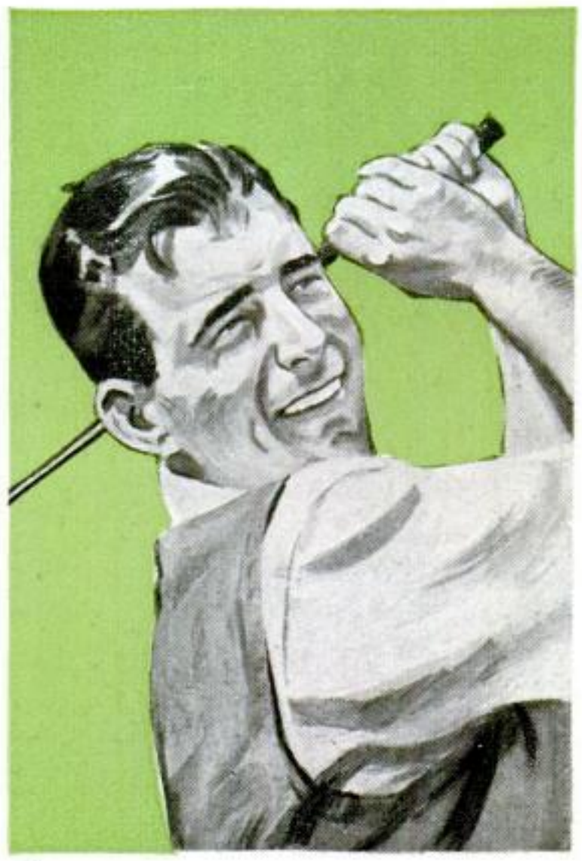
P.S. For correct brushing, use the DOUBLE DUTY Tooth Brush with the *twist* in the handle. 1000 dentists helped design it!

This One
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NEWS!

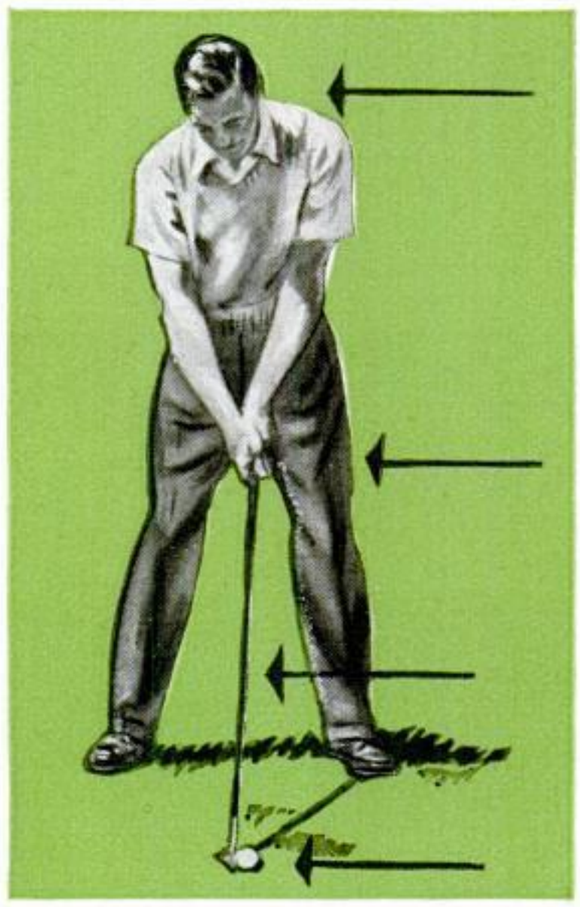
Clubs that really use their heads



1. You sure had the feel of that one all the way. *The feel of a real golf shot!* Gets to be a habit with your new '49 Spalding Clubs.



2. Built right into the club head is a new *positive feel* . . . new authority . . . giving you sure, solid impact—more ease and control in your swing. Shot-making comes *naturally* . . .



3. More swing weight in the club head, lighter stronger shafts, shorter grips...more *feel* in every shot, more *confidence* in *your own* head...more good golf coming up for you!



Stiff Shaft or More Whip? Take your choice in these new Spalding Clubs: Bobby Jones woods and irons, Jimmy Thomson woods, Top-Flite* woods and irons, Betty Jameson woods and irons (for women).



*At your Pro Shop only®

Play with confidence ...play SPALDING

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LIFE'S REPORTS



PIETER'S X-RAY EYES

A South African youth uncannily locates gold and water underground

by ROBERT DEINDORFER

Pieter van Jaarsveld is a rather solemn South African schoolboy, tall and lean, with slightly jugged ears, a straight nose and light red hair which he keeps carefully combed. He plays tennis, Rugby, swims and reads. Yet even in a land celebrated for its abnormalities Pieter is regarded as something extraordinary. At 17 he heads a miniature corporation, Eureka Indication Ltd., which functions only on weekends and over school holidays, but which nevertheless has gathered in more than $15,000 by renting out its one valuable property—Pieter's own light-brown eyes.

Through those eyes, which are shaded by dark brows and covered by thick lids, Pieter has uncovered so much water and gold that he has become the most famous diviner in all South Africa. While geologists use precise instruments and other diviners attempt to coax hints from their forked sticks, young Pieter announces the location of minerals deep underground simply by peering at the surface. As a result of this eerie power he has been tagged through all of lower Africa as "the boy with X-ray eyes."

Pieter himself refuses to accept this pseudoscientific label. "I do not have X-ray eyes," he declares. "My retinas are unusually sensitive, so they register the vibrations given off by minerals hidden in the ground." In the pleasant, sunny living room of the Van Jaarsveld home in Potchefstroom, a farming and educational center in the barren backveld of the lower Transvaal,

CONTINUED ON PAGE 4

Fast HELP for HEADACHE

UPSET STOMACH
JUMPY NERVES



BROMO-SELTZER
FIGHTS HEADACHE THREE WAYS

For fast help from ordinary headache take Emerson's Bromo-Seltzer. It fights headache three ways:

1. **Relieves Pain of Headache.**
2. **Relieves Discomfort of Upset Stomach.**
3. **Quiets Jumpy Nerves.**

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.



THE PERFECT GIFT TO SAY

"I Love You, Mother"

MOTHER'S DAY, MAY 8th



No. 2300 Popular Waterfall Design in Walnut Tray Included $49.95

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On *her* day, the real love-gift — so beautiful, so enduring, so right! And ideal for wife, sweetheart, daughter, sister on any important occasion.

Stunning models in all woods and period styles offer guaranteed protection against moth damage. At fine furniture and department stores everywhere!

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PICTURE OF GOOD SERVICE

When you think of telephone service, we'd like you to think of friendly, competent people, genuinely eager to serve you in every way.

The Operator is an important part of the picture when she puts through your calls quickly and courteously, or renders some special service in an emergency.

The Girl in the Business Office shows the same spirit by being alert and pleasant when you pay a bill or there's something you'd like to know about the service.

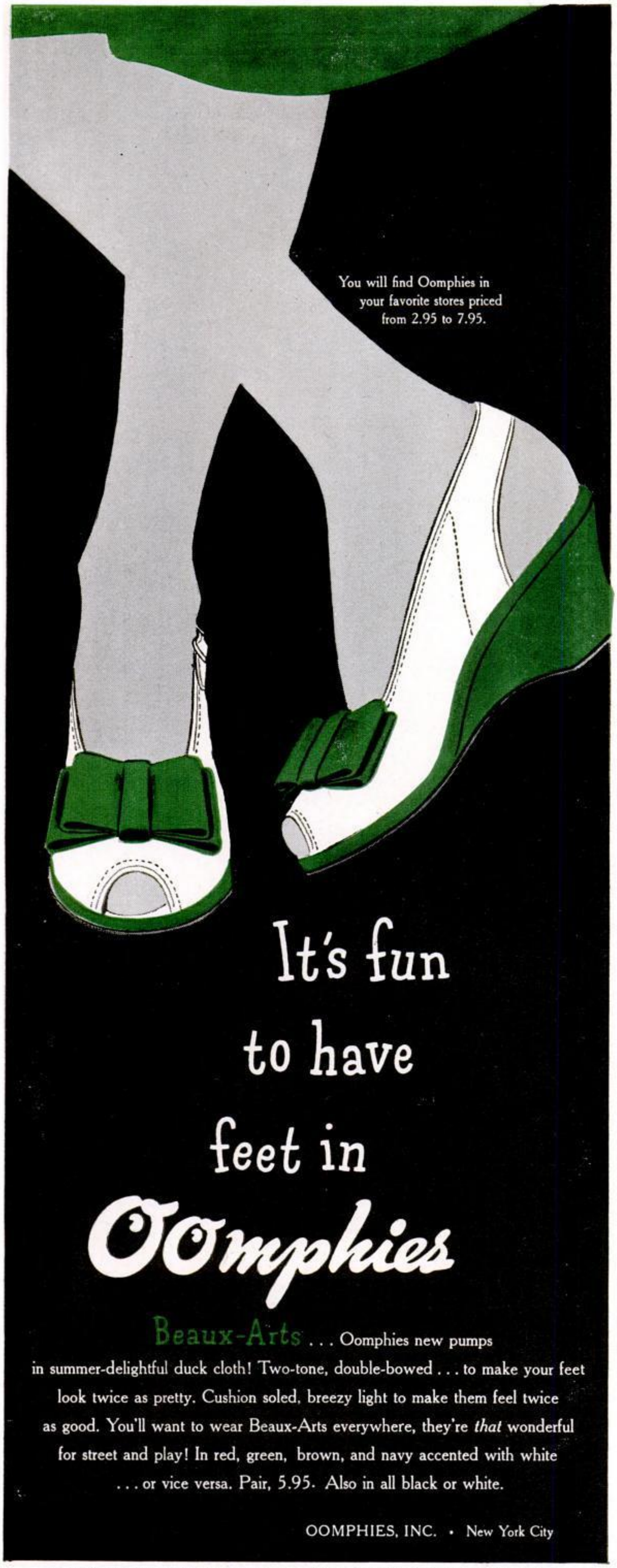
The Installer helps you to think well of the Company by being polite and efficient and tidy when he comes to your home to put in a telephone.

The Company itself does its part when it conducts itself as a good citizen, as well as a good telephone organization, in the communities in which it operates.

All across the land, you will find teamwork and neighborliness among telephone people. They take satisfaction in providing a valuable service to the public.

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he explained to me exactly how he does it.

"When I see a light beam on the surface," he said, "I know there is water underneath. It looks like a sliver of moonlight hitting a windowpane. I see diamonds in the form of flashing white spots. It's easy to see them. Gold, oil and coal look very much alike to me. Gold is a black vapor, but oil is even darker. Coal is lighter than either."

Apparently I did not look convinced. Pieter's father, a pinch-faced man with a small dark mustache, nodded toward me as he spoke rapidly in Afrikaans, a language corrupted from the Dutch of the early Boer settlers. "My father wants me to show you," Pieter translated. Then, rather bashfully, he asked if I would stand up. After peering for a minute, he accurately assayed the gold in my teeth and told me that I carried coins in my left-hand trouser pocket, which I do. Later, behind the house, Pieter pointed diagonally across the broad yard and announced that a large stream of water lay at a depth of approximately 100 feet. I did not argue the point.

These peculiar talents are superbly suited to the greatest need in this part of the globe. The Union of South Africa, whose enormous prosperity has been built by the richest range of minerals in the world, is experiencing an industrial slowdown because of an acute shortage of the most valuable mineral of all—water. A nation almost twice the size of Texas, the Union mines nearly half the world's gold and is the second largest producer of diamonds. Great stores of chrome, coal, manganese and other ores lie untapped, out in the bleak backveld. Across the country as well as in neighboring lands the lack of water has blocked opportunity, shriveled up farms and ranches and, at times, caused serious hygienic problems. More important, it has so far prevented South Africa from becoming a tremendous world granary. The natural advantages of sunny climate, plentiful cheap labor and empty land are all going to waste for want of water.

Owing to this shortage Pieter concentrates largely on water-finding, but even in such a highly specialized field he encounters wide competition. The normal diviner, who does a fairly steady business among remote farmers and ranchers, orders bore holes sunk wherever his forked stick dips toward the ground. Pieter's other rivals are often bizarre. Out in the western province an old bearded settler claims to have found water wherever a half coconut shell he sits in be-

CONTINUED ON PAGE 7

A pantie-girdle with
the detachable
Miracle Crotch
that custom-fits where others may
bind or bulge. For
fastidious you, **Nemo** creates a

*miracle
in a
pantie-girdle



Confidentially,
wouldn't you wear a
pantie-girdle with a
detachable crotch—
*if you could get one
to fit perfectly?*
Now you can!
Slip into **Nemo's**
Miracle Crotch
Pantie-Girdle.
Its detachable crotch
is *custom-fit*—
individually sized
for you . . .
glove-snug
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At all good stores.

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Nemo
*MIRACLE CROTCH

the **only** pantie-girdle with the
custom-fit detachable crotch

p.s. Wear it as a girdle too.
Remove crotch, close hooks and eyes,
and presto—you have a glamorous girdle.

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Ming Blue

15 denier. For those all-round-the-town blues, from powder to deep navy. Wonderful with white, accented in blue and coral.

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Sun Gold

30 denier. A cruise-tan shade, effective with tailored browns, coppers, burnt orange. With accessories in natural tones.

not just nylons...but a Wardrobe of Cannon Nylons

CANNON NYLONS that deftly (or daringly) complement every spring costume! It's the "wardrobe idea" in stockings. And here you have a sample trio from Cannon's newly created colorings... all fashion-sure and fabulously flattering.

Choose several... in daytime or nighttime deniers. In *your own* leg proportions. And remember, they're full-fashioned. With the dull finish, the ankle-hugging fit Cannon is famous for! Start building *your* Cannon Nylon Wardrobe now!



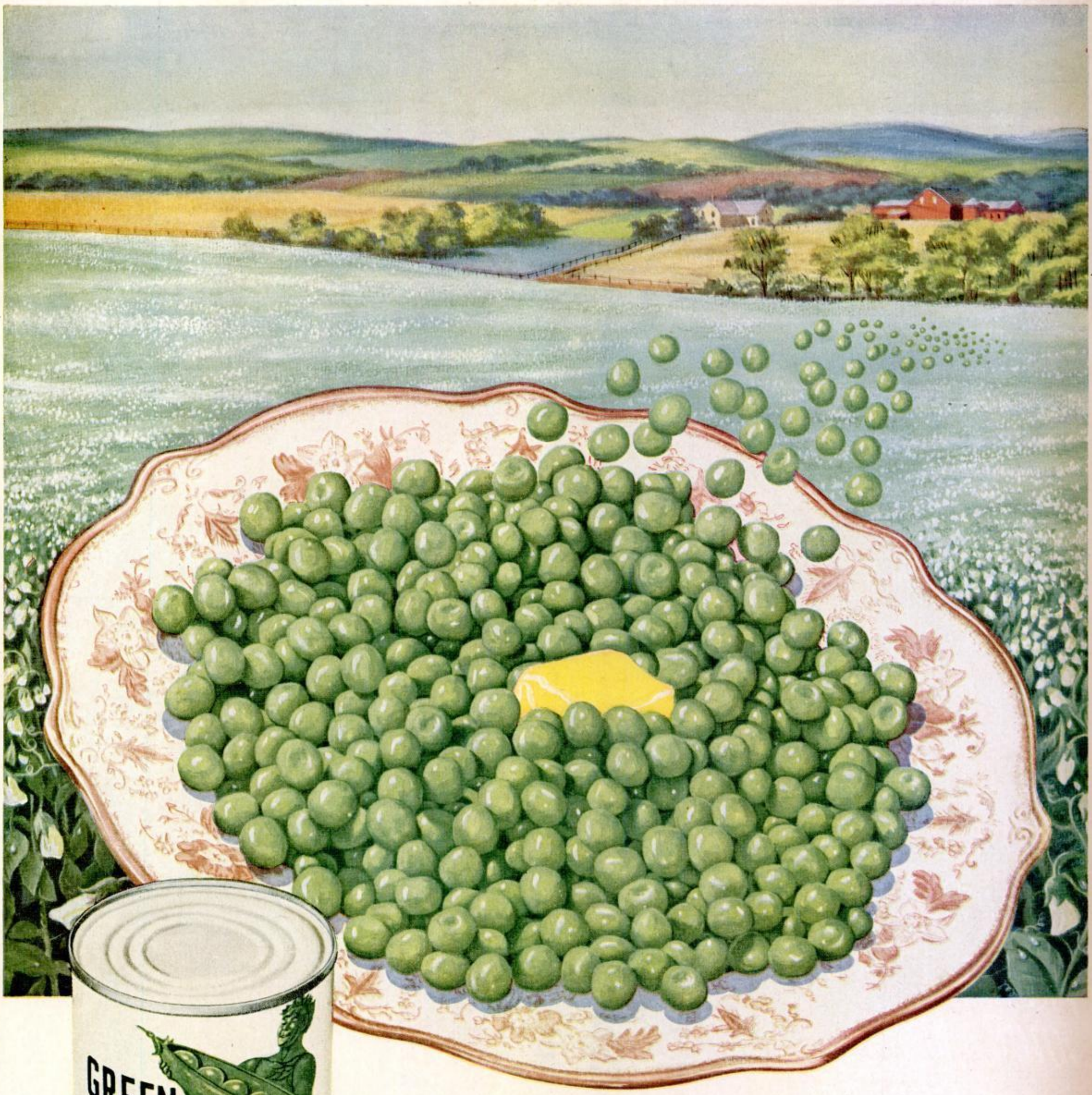
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MOTT'S FINE FRUIT PRODUCTS

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gins to spin. A tribal native feels a pain in his right heel when he walks over water-bearing rock, and another flaps his arms wildly and experiences electric shocks. Toward all of them Pieter maintains a mature courtesy. "Perhaps there's something in it, perhaps not," he says evenly when the feats of some new contender for his title are mentioned. He is content to stand on his record, which is so powerful that as many as 500 applications for work will pile up at one time. He has failed only 10 times in his last 200 assignments.

There is nothing profound in Pieter's system of locating an underground supply of water. Over ground he usually never has seen before, he walks slowly until he finds a stream as deep as 300 feet, and then he trails it to its widest point, possibly a cross vein, and pegs that spot. The job, which rarely requires more than an hour, sometimes takes as little as 10 minutes. If he is working a great sweep of land, Pieter flies over it first in his own four-seater airplane, taking landmarks from the air wherever he sees water. Most of the time, though, he uses the plane only for transportation to distant jobs in Tanganyika, the Rhodesias and faraway parts of the Union, and he uses his feet working the plot.

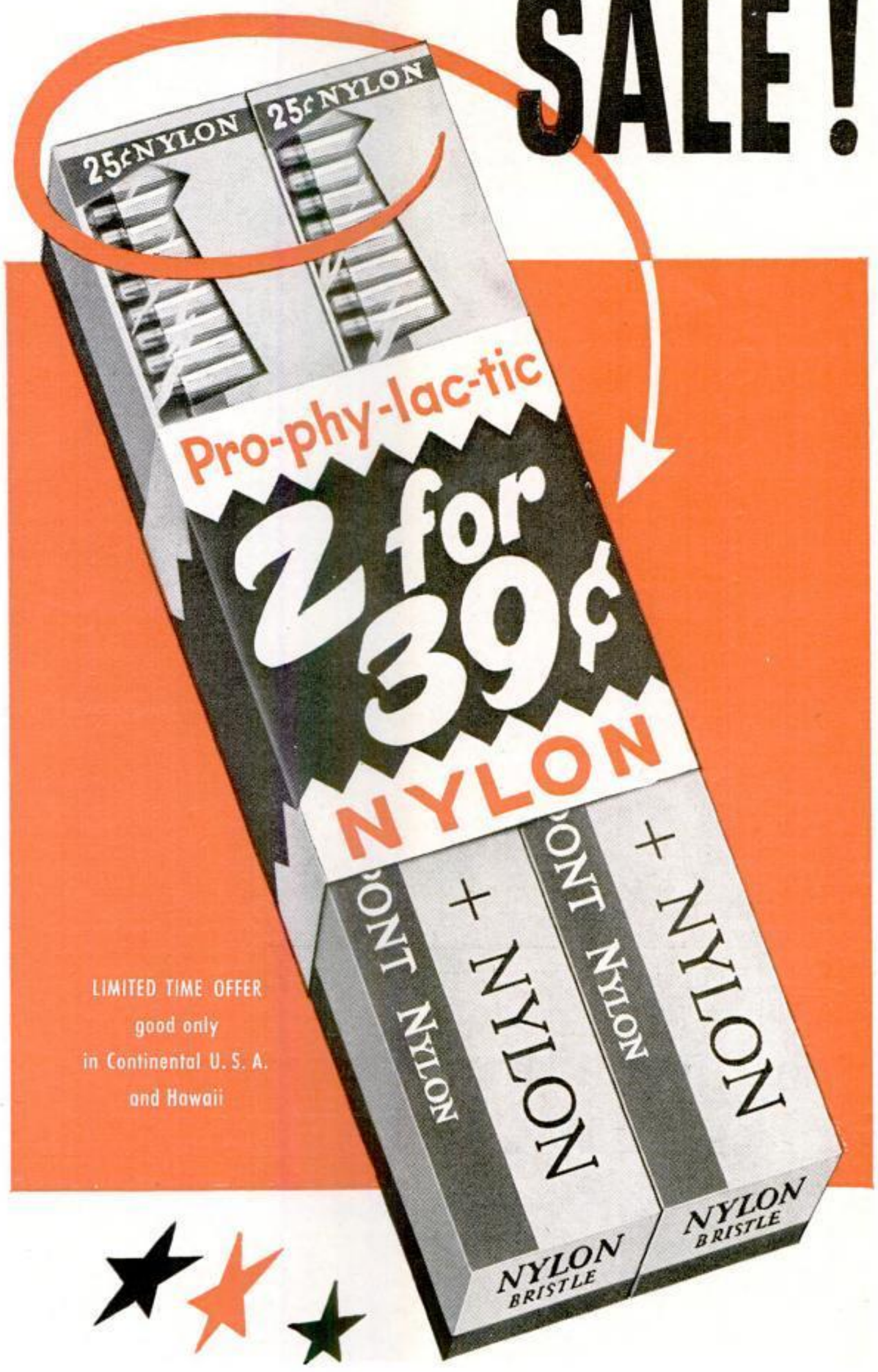
One old Boer farmer in the Cape province, skeptical at the time he hired the boy, followed him carefully across his land. "I saw him shuffle along slowly," he reported afterward, "his eyes fixed in an intense stare on the ground. Suddenly he quickened his pace. Soon afterward he pointed to a spot where he said water would be found. It was."

For that the farmer paid Pieter his usual fee of 25 guineas, which is a little more than $100. When he divines several sites on the same property, however, Pieter feels entitled to more money. Recently he bargained with a farmer in Harrismith, who had offered him £50 for the job of locating two windmill sites. "Not pounds, guineas," Pieter said firmly (a pound is 20 shillings, a guinea, 21), and he kept on talking until he had won the $10 difference. In 36 hours one weekend Pieter earned $1,300. So far his sales talks have been as effective as his divinations, and the treasury of Eureka Indication, Ltd. has fattened correspondingly. For gold and diamond searching he has developed a special plan—he insists that papers be signed turning over to him 10% to 15% of the mine's future earnings.

The Van Jaarsvelds, a plain family who rigidly follow the stern law of the Dutch Reformed Church, first became aware of

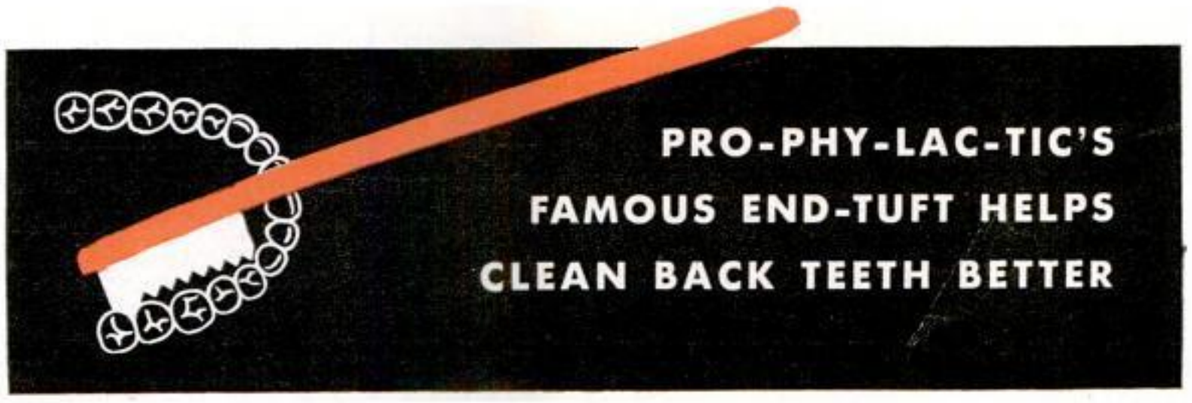
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NATION-WIDE SALE!



When you buy a Pro-phy-lac-tic Nylon Tooth Brush you get superior quality. When you can buy *two* Pro-phy-lac-tic Nylon Tooth Brushes for only 39¢ it's too good a value to pass up! Those sturdy nylon bristles are *anchored* in tough plastic so they won't come out in your mouth. And Pro-phy-lac-tic's end-tuft design makes it far easier to clean in between back teeth. Stock up now with Pro-phy-lac-tic Nylon Tooth Brushes for the whole family. This offer is also available in the famous Masso Professional Style Tooth Brush with straight bristle trim.

PRO-PHY-LAC-TIC BRUSH COMPANY, *Florence, Massachusetts*



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But far more important— Gaines nourishes EVERY INCH of your dog!

Right you are, Scottie . . . Gaines costs less to feed than any other type of dog food! That's marvelous for your master. But what counts most is the job it does for *you*. From your little moist nose to your waggy tail, Gaines nourishes EVERY INCH of you. It provides every type of nourishment dogs are known to need. No wonder it's America's largest-selling dog food!

THIS MUCH NOURISHMENT in each pound of Gaines!

To build strong bodies—as much *proteins* as in 1½ lbs. fresh beef

For strong bones and teeth—the *minerals* that would be provided by 1¾ lbs. cheese

For energy—as much *carbohydrates* as in 2 quarts cooked oatmeal

For red-blooded vitality—as much *iron* as in ¾ lb. beef liver

For sleek appearance and glossy coat—the *fats* that would be provided by 1¼ oz. butter

Plus ALL THE VITAMINS AND MINERALS dogs are known to need . . . in more than required quantities

Gaines DOG FOODS

"Nourish Every Inch of Your Dog"



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LIFE'S REPORTS CONTINUED

Pieter's amazing gift 11 years ago on their small farm in Burghersdorp in the Cape province. Pieter, who was 6 at the time, told his father that there was no water on a site he was drilling. "Over there," he said and pointed to a spot in the opposite corner of the field. His father smiled indulgently and went right on digging. But after he had gone deeper and deeper with no trace of water, he decided to drill where his son had told him, as one place seemed about as dry as any other. He had dug less than 20 feet when he hit a fat water vein. Pieter explained, while the elder Van Jaarsveld grew more and more excited, that he had seen water on the ground many times. He selected another site. When it was drilled the family had its second new well. Pieter was as frightened as his parents by this discovery, for he always had assumed that everyone else saw what he did.

Other farmers in the area began to test the youngster, and they found water exactly where he told them to drill. One day, the following year, Pieter realized that he could see gold and other minerals too. His school teacher, suspicious of the tales she had been hearing, asked Pieter to find a gold ring she deliberately had buried in a wide pile of sand. Pieter unerringly pointed to where it lay buried. Often, in those younger days, vibrations caused by great quantities of mineral affected Pieter so much that he would scream for his father to take him away. Even today the ordeal of each divination he performs leaves Pieter exhausted with blinding headaches.

Less than two years ago, after the Van Jaarsvelds had given up farming and moved to Potchefstroom, Pieter started to divine commercially. His vision was guarded zealously. An insurance policy covering his eyesight and amounting to half a million dollars was turned down, but Pieter's life is heavily insured. The Van Jaarsvelds watch carefully to see that he does not tire his eyes foolishly. "I scold him sometimes, when he goes to the bioscope [movie theater] too often," his mother says. Pieter admits a fondness for the movies. He also likes to shoot and develop photographs, hear classical music and compete in every sport offered in his high-school program.

His few failures bewilder Pieter and are recorded by the South African press even more diligently than his major successes. One group of businessmen who planned to establish a fruit and flower farm outside Johannesburg drilled to a depth of

CONTINUED ON PAGE 10

AMERICA'S FIRST NAME IN FORMAL WEAR

After Six

by RUDOFKER

Informal COMFORT in Formal Wear

"Formal" doesn't mean "stiff" any more! Smart new AFTER SIX dinner jackets are built generously —to dine in, dance in, romance in, with complete ease! These handsome lightweight 'formals' are available in White, Pearl Grey, Beige, Blue and Maroon . . . at better men's stores.

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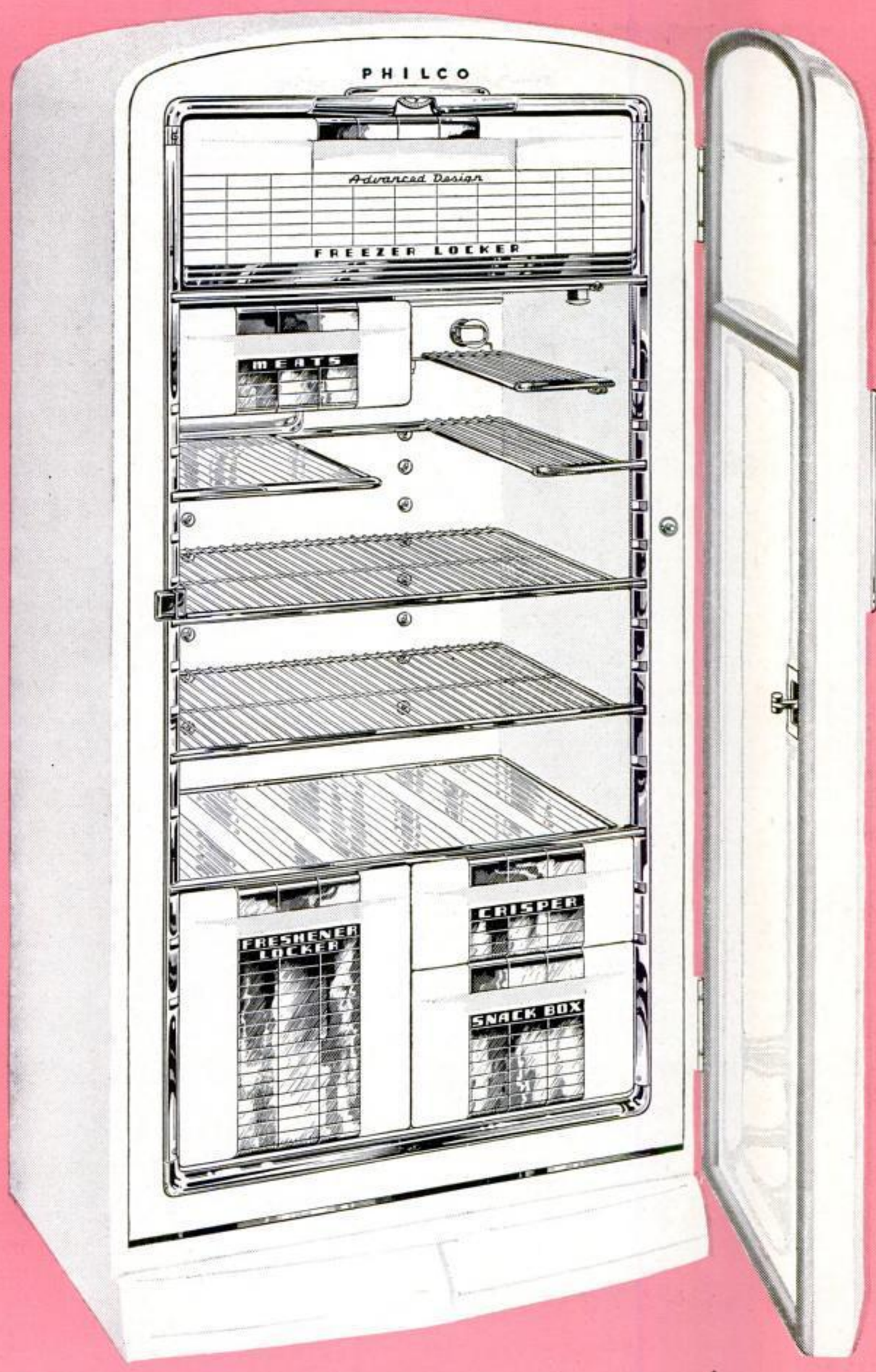


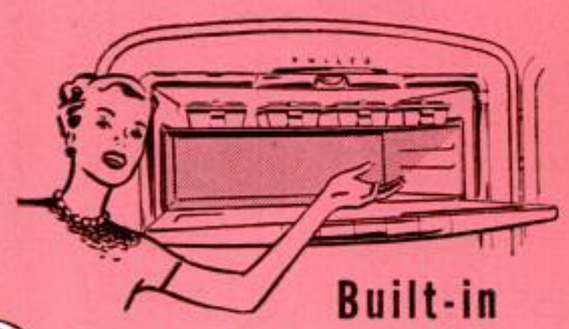
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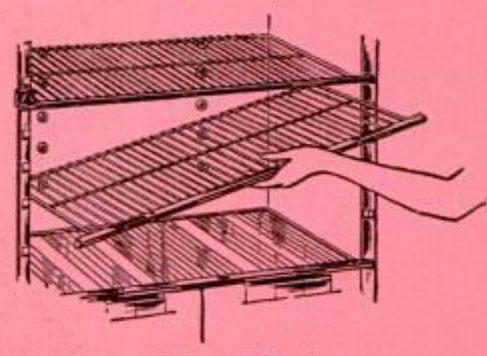
New Triumphs OF Advanced Design IN Refrigeration





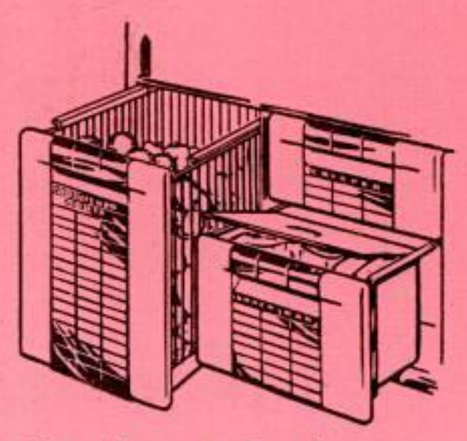
Built-in Home Freezer with Zero Zone Temperatures

Huge, unobstructed, frozen food freezer space at real Zero Zone temperatures...separate, fast-freezing, ice tray shelf.



Adjustable Shelves

Completely flexible shelf adjustability, arrange the shelves to suit your needs. Accommodate any size and shape food.



Freshener Locker and Snack Box

Jumbo Freshener Locker for storing beverages and bulky foods. Snack Box for cheeses, spreads, sandwiches—or butter. Guards against odor transfer.

Every Inch a Refrigerator... right down to the floor!

New triumphs of Philco engineering give you the first true down-to-the-floor refrigerator ever built. Every inch of cabinet space is used for real refrigeration, bringing you a huge increase in capacity with no increase in size . . . plus Advanced Design features new to refrigeration . . . sensational extra value. Before you buy, COMPARE. See the amazing Philco 1095 today.

10 Cubic Foot Capacity in the Cabinet Size of the Usual "8"



Revolutionary Achievement in a Low Priced Refrigerator

PHILCO 794 . . . The greatest ADVANCED feature in refrigeration now yours in a low priced refrigerator, a full width frozen food compartment, at a saving of $70 to $100. Adjustable Shelves; 2 Crispers; Cold Storage Tray and, more fully usable space than any other refrigerator in its size and at its price.

7 Cu. Ft. Capacity in the Floor Space of a "4"

PHILCO
Famous for Quality the World Over

"It's a WONDERful Refrigerator!"



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245 feet after he had marked a spot. Angrily they announced that he was a fraud. "I can't understand it," Pieter said sadly. "I am sure there is water there, but you can't expect people to go down deeper than that."

Probably the most noted strike which Pieter made was in Salisbury, a large city in the heart of Southern Rhodesia's rich tobacco district. Stopping there overnight on his way to a diamond-finding job in Tanganyika, Pieter learned that water was so scarce in town it was being rationed. Several geologists had drilled site after site, but each one was dry. Pieter telephoned the mayor, Morton Jaffray, who happened to be attempting to bathe at that instant, and charitably offered his services at no charge. Then he divined two sites. One yielded more than 3,000 gallons an hour. The other was not drilled although city engineers admitted it, too, undoubtedly would be productive. It was located too near the municipal sewage system.

In the future Pieter plans to do more divining to benefit directly a large number of people. But when he speaks of helping the people of South Africa by finding additional coal and gold, critics sneer that, at 15% of the mine profits, Pieter is benefiting a South African named Van Jaarsveld most of all. In general he has few critics, but even his most ardent supporters are apt to ask one another how Pieter really does find so many water holes.

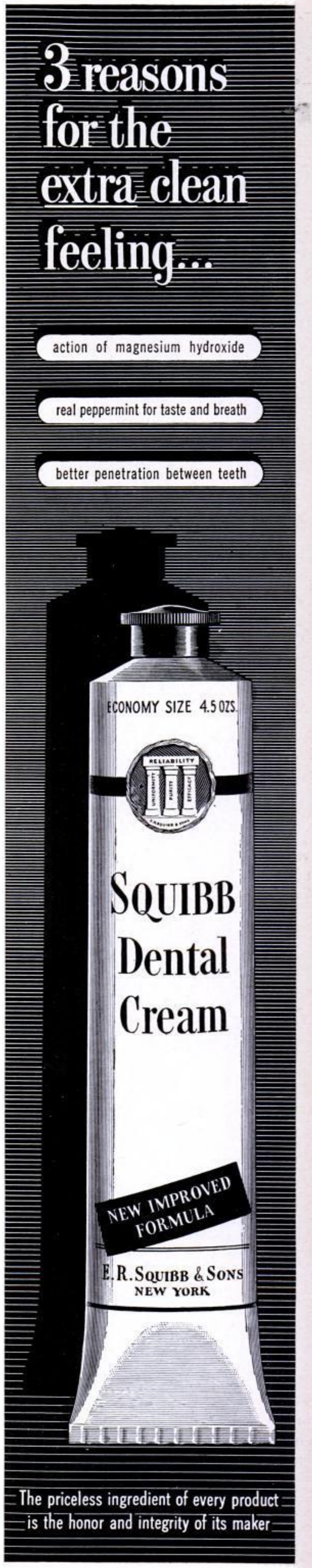
At Harrismith recently a pretty, blond girl, watching the 17-year-old businessman, hang a costly camera over his shoulder and climb coolly aboard his private plane, turned to a friend and sighed romantically.

"Hasn't he wonderful eyes," she murmured.

If his eyes are anywhere near as penetrating as most people contend, the girl should have blushed shamefully. For Pieter was peering directly at her.



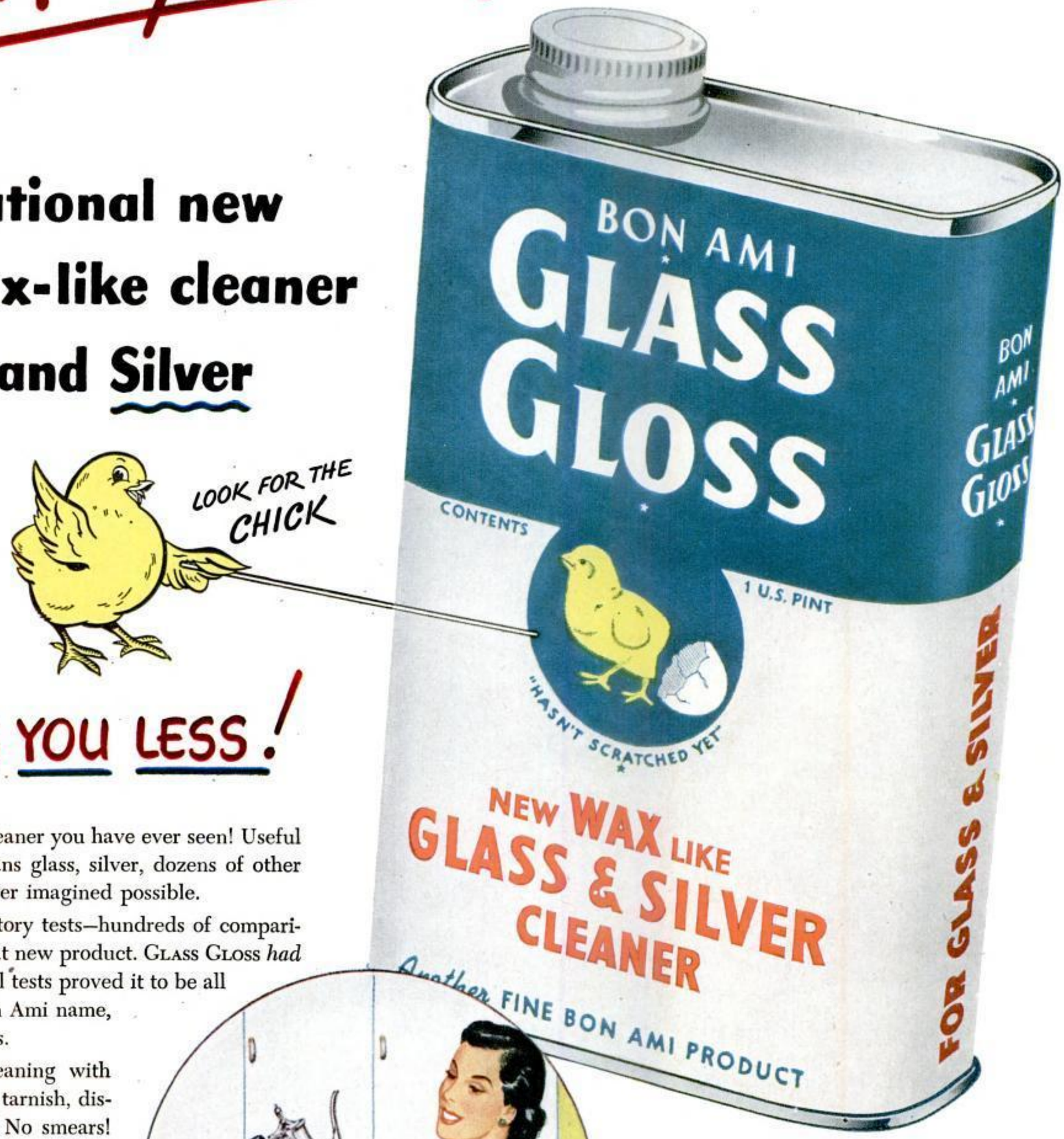
PIETER POINTS to a spot where he is sure water will be discovered.



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"Conversation Pieces" from the KRAFT kitchen

So elegant, so lovely—a symphony of green, pale gold and coral—this salad will start conversation, yet it's simplicity itself to fix. The *mayonnaise* is all-important in this salad, so do get Kraft's. A piquant blend of superb ingredients, including pure lemon juice, it, too, is a "Conversation Piece.

Leaf lettuce — **Head lettuce**

1 lb. large shrimp, canned or cooked fresh — **1 large tomato**

Kraft Mayonnaise

Cover a large chop plate with leaf lettuce. Heap the shrimps in a mound in the center, and surround with wedges of head lettuce arranged star fashion. Garnish with wedges of tomato. Just before serving, top the crisp green lettuce with the pale gold of Kraft Mayonnaise, and pass more mayonnaise as a sauce for the shrimps.

Shrimp Salad



True mayonnaise at its finest—

made with really choice ingredients, including pure lemon juice

You can be as proud of the mayonnaise as of your most glamorous salad if you serve mayonnaise by Kraft. For Kraft Mayonnaise has a velvety richness and delicately piquant flavor guests notice and comment on.

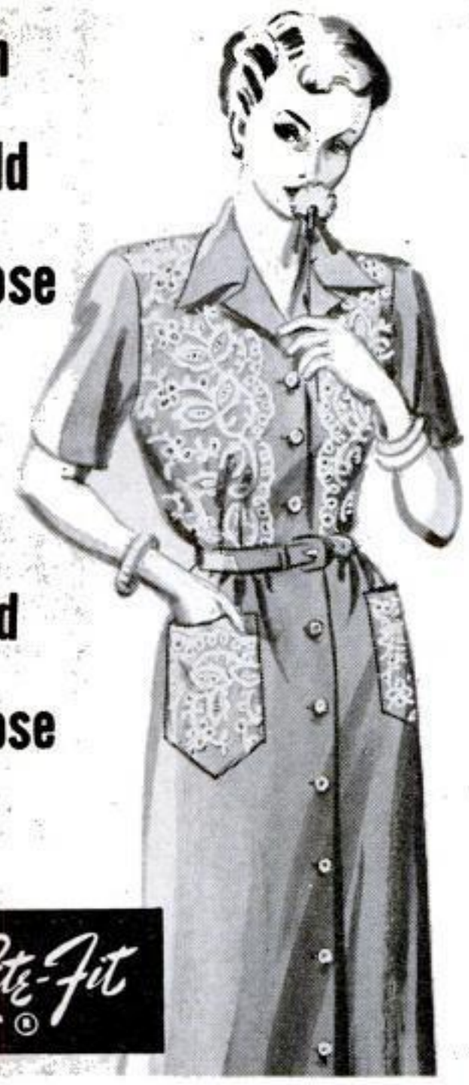
All the ingredients Kraft uses—the oil, the eggs, the vinegar and spices—are definitely *choice.*

But that's not all. The Kraft recipe, like classic French ones, calls for *lemon juice* to give just the right, intriguing piquancy.

Your grocer has Kraft Mayonnaise, Kitchen Fresh. Try it soon, on your favorite salads. You'll agree Kraft's is *true mayonnaise at its finest.*

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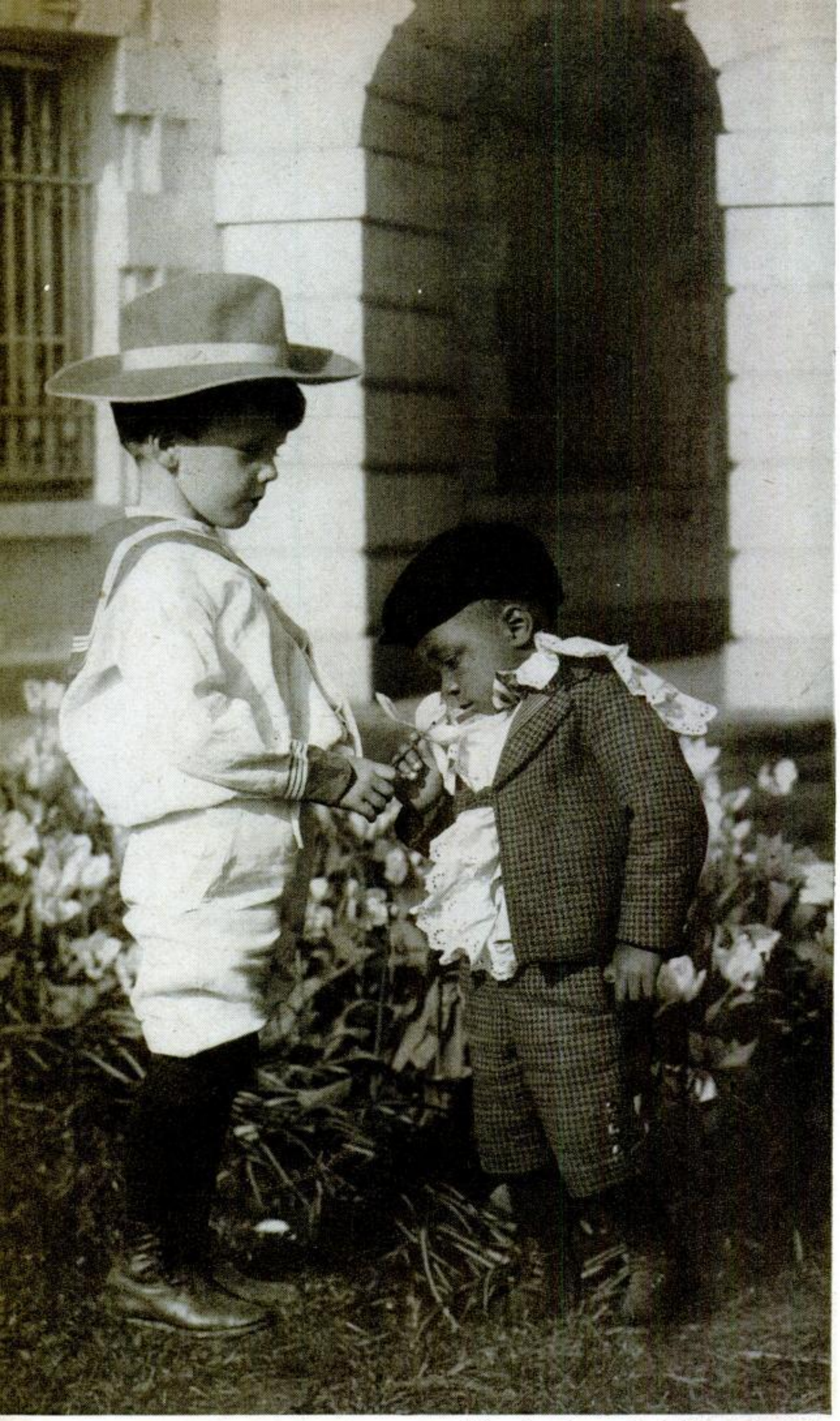
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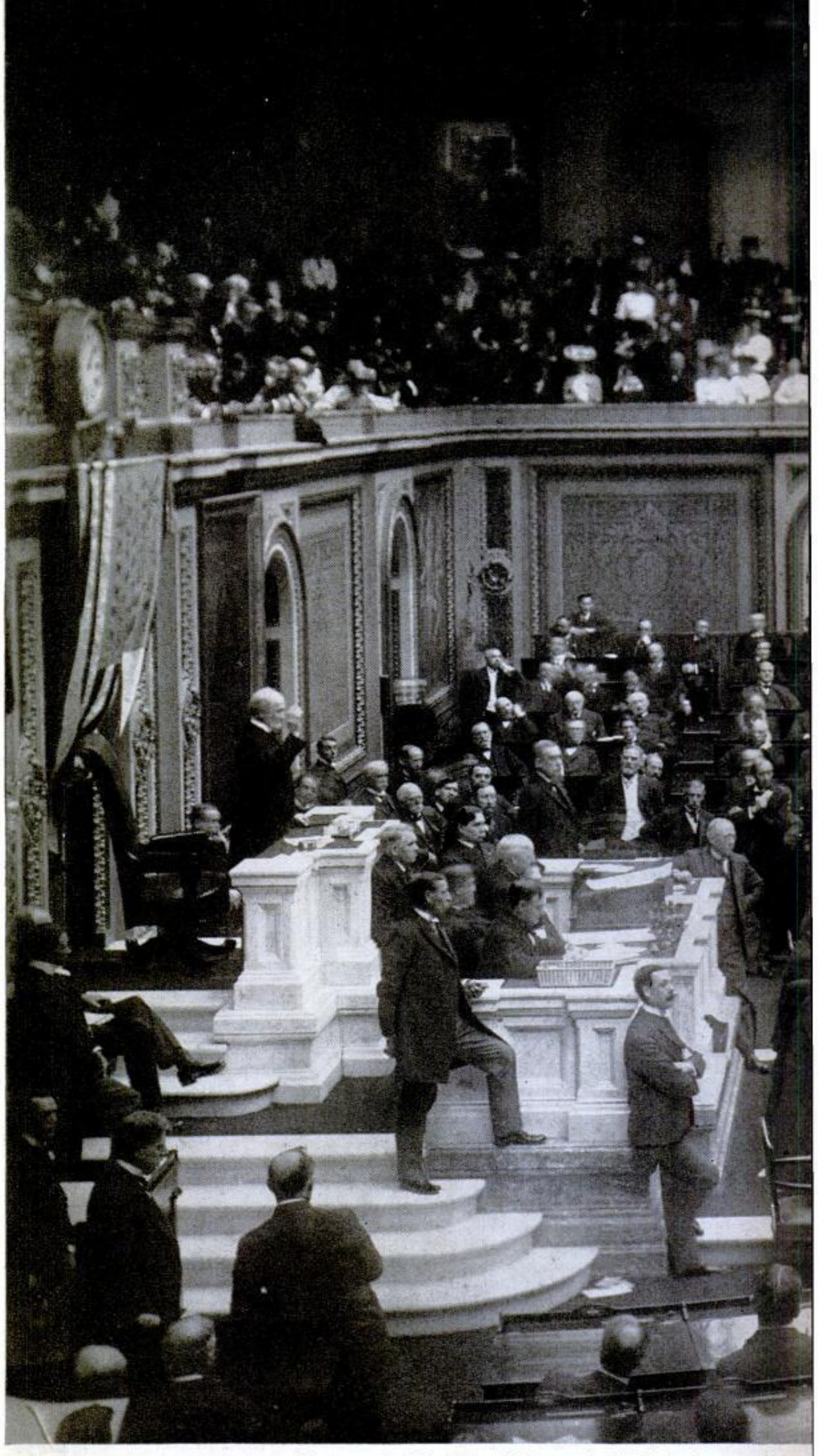
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YOUNG QUENTIN ROOSEVELT, son of Theodore Roosevelt, holds out flower for inspection by a White House staff member's child. Quentin was killed in World War I.



CONGRESS IN SESSION was photographed by Miss Johnston in 1905. It is one of the earliest action pictures of Congress taken. Her friendship with "Uncle Joe" Cannon,



YOUNG TEDDY, T.R.'s oldest son, who rose to become a general, poses with parrot.



YOUNG ARCHIE Roosevelt, only son of T.R. who is still alive, chats with guard.

SPEAKING OF PICTURES...

. . . THESE ARE BY A U.S. "COURT PHOTOGRAPHER"

In 1887, four years out of college and already restless, Frances Benjamin Johnston wrote to Camera Maker George Eastman, an old friend, and asked him to "Please send me a camera which will take good pictures for newspapers." With the contraption that arrived in the mail Miss Johnston began a long and distinguished career which made her for many years the closest thing to an official court photographer that the U.S. has ever had. Social connections in Washington and friendship with several Presidents gave her repeated access to the White House and to Congress (*above*). Miss Johnston, taking advantage of this, has among her collection a large number of charming pictures of White House life, some of which are shown here. Now 85 and still photographing, Miss Johnston is a heavy cigaret smoker and has a fondness for sidecar cocktails. Her current project: a book of her photographs on the architecture of North Carolina.

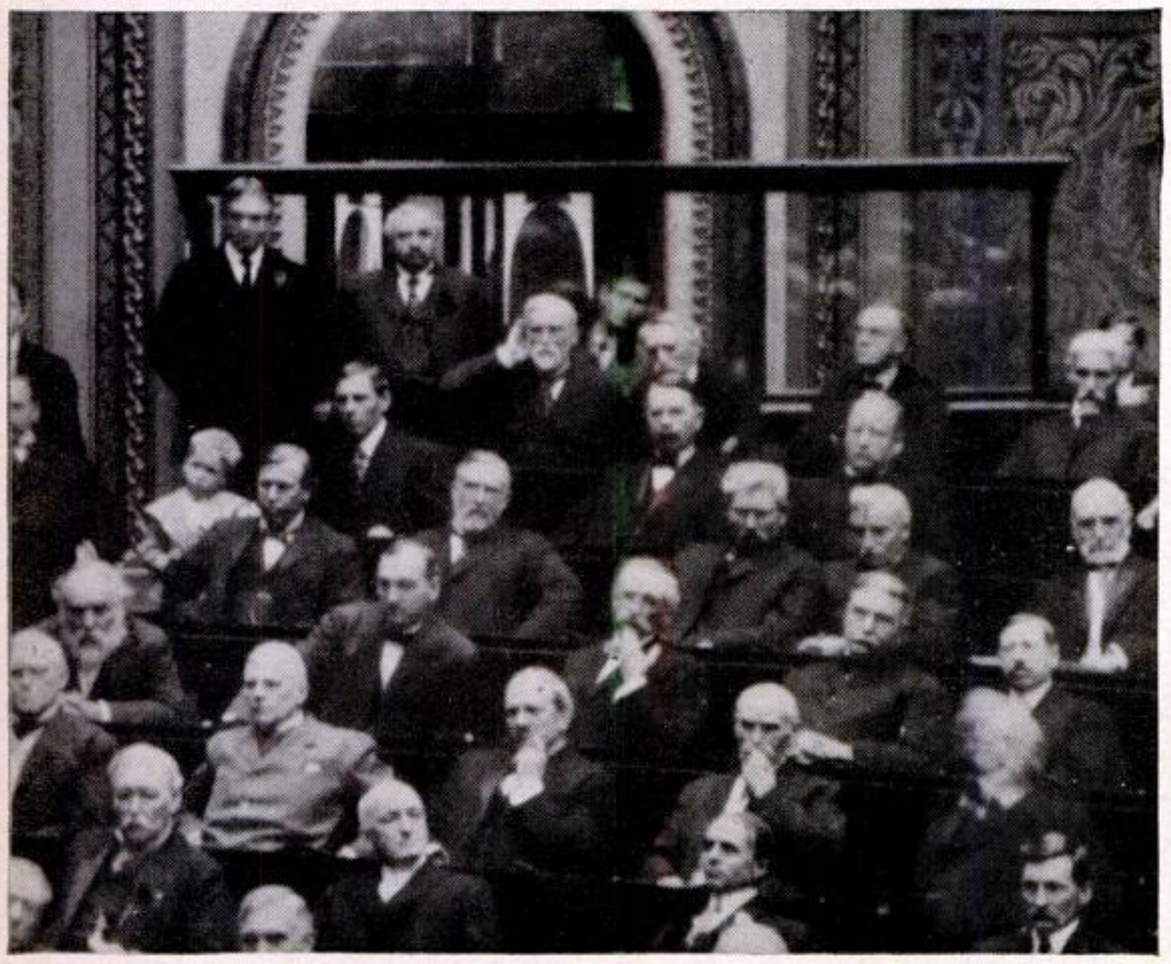
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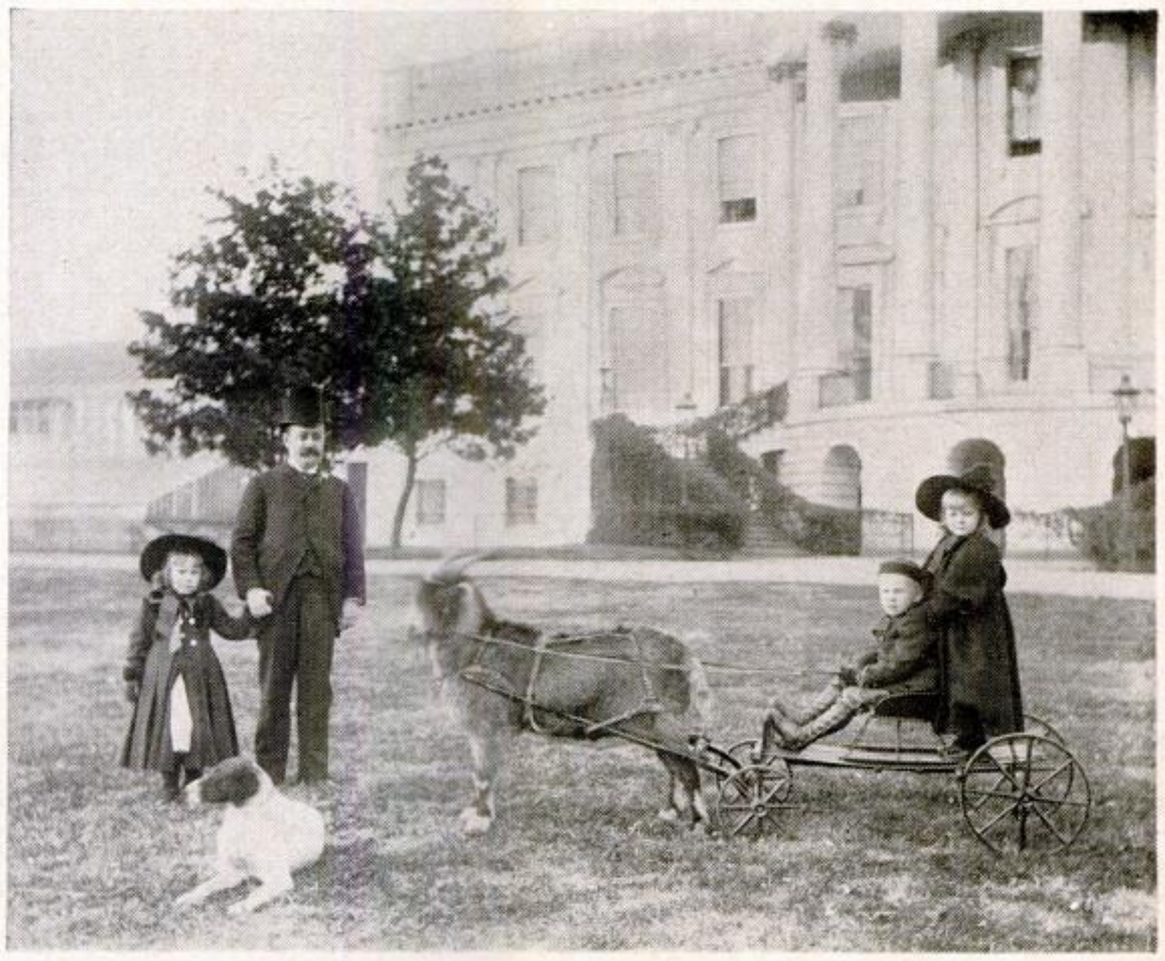
the amiable but autocratic House Speaker, got her in to take this picture. Here Cannon, standing at left, raises his hand to take the oath as Speaker at Congress's opening session.



ON EVE OF ASSASSINATION in September 1901 President McKinley (*center*) appears at reception in government building at Buffalo Exposition. Next day he was shot.



YOUNG CHARLES LINDBERGH, boy in sailor suit at left, attends opening of Congress in 1907, accompanied by father, who was a Representative from 1907 until 1917.



PRESIDENT HARRISON'S GRANDCHILDREN play on the lawn around White House with Russell Harrison, President's son. Conservatory (*left*) was torn down in 1942.

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SPEAKING OF PICTURES

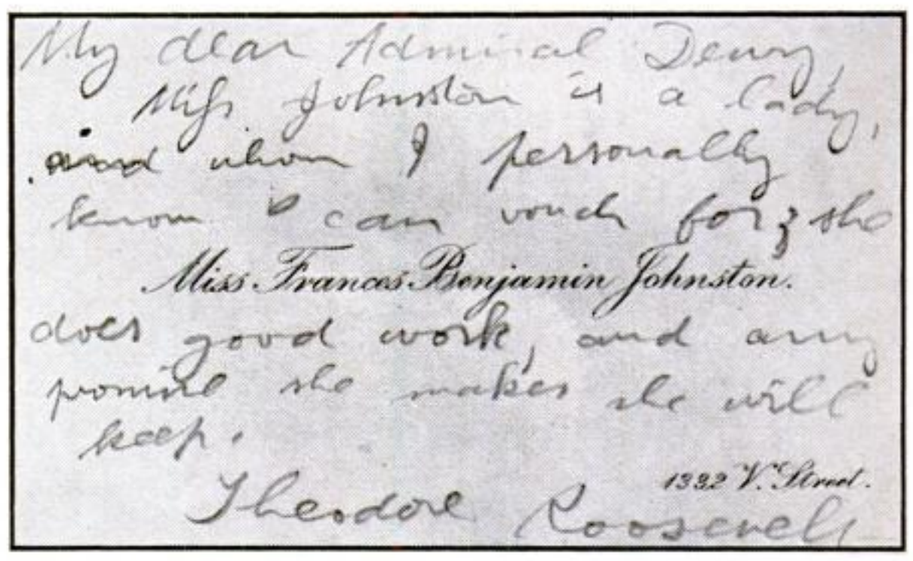
CONTINUED

SHE WAS GO-GETTER



FRANCES JOHNSTON

"There was nothing retiring in my disposition," says Photographer Frances Johnston, who in the early days often startled many of her socialite friends in Washington by barging in unexpectedly to photograph important government ceremonies. "I wore out one camera after another," she says, "and I never had any of those fancy gadgets. Always judged exposure by guess." The best proof of Miss Johnston's go-getting persistence came in 1899, when she suddenly decided to photograph Admiral Dewey, hero of the Battle of Manila. Getting a special introduction from Theodore Roosevelt, who was then the governor of New York, she journeyed all the way to Naples, Italy to photograph the admiral.



My dear Admiral Dewey
Miss Johnston is a Lady, and whom I personally know & can vouch for; she
Miss Frances Benjamin Johnston.
does good work, and any promise she makes she will keep.
1322 V. Street.
Theodore Roosevelt

PERSONAL INTRODUCTION from Governor Theodore Roosevelt to Admiral Dewey was written out hurriedly on one of Miss Johnston's calling cards.



ON BOARD FLAGSHIP at Naples, Miss Johnston goes over pictures with Admiral Dewey, who liked them. She used ship's torpedo room as darkroom.

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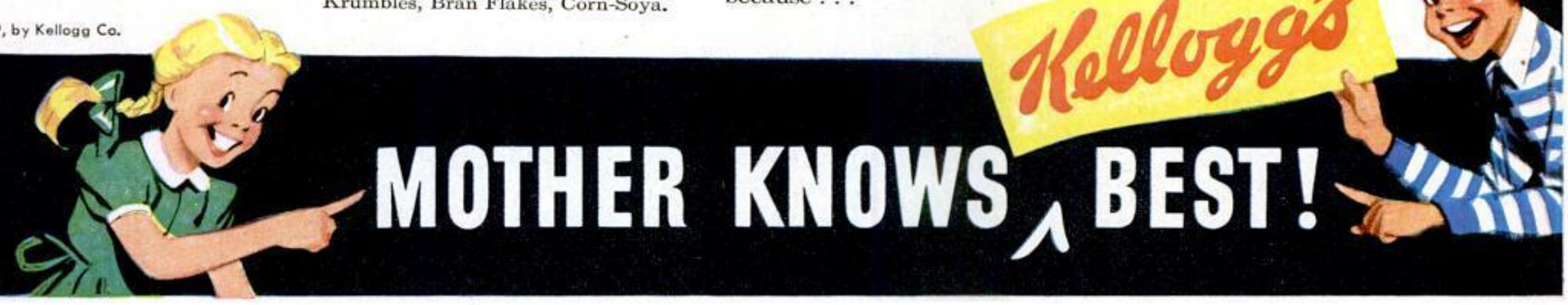
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Come in and see it! We bet you'll say: *"It's Mercury for me!"*

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LETTERS TO THE EDITORS

"DUPES AND FELLOW TRAVELERS"

Sirs:

. . . You terrify me; you outrage me. How can an organization of your coverage and ostensible influence dare to stoop to such flagrant corruption of the meaning of free speech as your gallery of "dupes and fellow travelers" (LIFE, April 4)?

MARION S. PEARSON
Pittsburgh, Pa.

Sirs:

You certainly are to be highly commended for your courage and foresight. . . .

J. HAROLD REUBEN
New York, N.Y.

Sirs:

. . . The dangers of such editorial policies were used as a part of my sermon today.

GEORGE G. HOWARD
Minister
Hackensack Unitarian Church
Hackensack, N.J.

Sirs:

Bless you for this forthright attitude. . . .

BART HAGERMAN
Bowling Green, Ky.

Sirs:

LIFE carried things a bit too far by grouping Albert Einstein, the greatest man of our era, with "soft-headed do-gooders" and "hard-working fellow travelers." . . .

GLEN K. PARKER
PHILO HOLCOMB III
Great Neck, N.Y.

Sirs:

I was not at the Cultural and Scientific Conference for World Peace. I did not accept the invitation to be a sponsor, and I do not know on just what ground I am included in the list of "dupes and fellow travelers."

I do wish, however, to point out in behalf of some of my friends who were sponsors and of many others who from time to time are classed as "dupes or fellow travelers" that those two categories do not exhaust the possible alternatives. There is the Christian alternative which assumes that no man is entirely lost. If he is cast out, cut off, he may be lost. It is even possible that if Christian men are willing to confer with Communists and to recognize that their own country (America or any other) may be wrong in some of its policies, the harsh rigid doctrinairism of an occasional Communist may be lessened. . . .

EDWARD L. PARSONS
San Francisco, Calif.

Sirs:

As a result of your story on the Peace Conference . . . two of my lectures have been canceled. . . . I ask you, therefore, to publish this letter, which I have just sent to my agent.

LOUIS UNTERMEYER
New York, N.Y.

Dear Mrs. Grant:

It is a surprise—and something of a shock—to learn that a woman's club has asked you to cancel an engagement you had arranged for me. . . .

You tell me the reason for the cancellation is the article in LIFE and the printing of my picture as a "dupe." I resent both the smear and its implications. I have always been—and will continue to be—opposed to all forms of dictatorship, either from the extreme left or the extreme right. As an American liberal I am—and have always been—opposed to Communism. As a believer in the democratic principles of free speech, free press and free assembly, I attended the conference. . . . If I am so stupid as to be a "dupe" of any subversive organization (something which, of course, I deny) then I am stupid in the company of such men as Albert Einstein, Thomas Mann, Mark Van Doren, Frederick L. Schuman, Philip Morrison, Olin Downs. . . .

As one who has been through two wars and who has three sons of military age, I can see nothing "subversive" or "communistic" in discussions of peace—discussions at which, incidentally, the Soviets were harshly and openly criticized. I believe it is our duty to explore any possibility leading to the end of war and the finding of a method which will preserve peace for all countries—our own country first of all. It may be foolish to pursue such a hope, but it is scarcely one which should be condemned—or punished.

Sorrowfully and sincerely,
LOUIS UNTERMEYER

Sirs:

. . . I was astounded to see the photographs and names of prominent scientists, Protestant clergymen, writers, poets, playwrights, teachers, etc., under the heading, "Dupes and Fellow Travelers Dress Up Communist Fronts."

I know a few of these people personally, and I know them all by their repute, which is splendid and unassailable. Some of them have attacked me in public and in private as "reactionary," and one even called me a "fascist." Nevertheless justice forces me to protest your inclusion of these people among those who would help Communists advocate the overthrow of our government by force or violence. If they attended the Cultural and Scientific Conference for World Peace, in which a Russian delegation was included, I can assure you it was only because they are Americans sincerely hopeful that a way can be found to prevent another murderous war. Perhaps they hoped that they might influence the Russian delegates in that direction, so that these delegates might return to Russia convinced that America is not "imperialistic" and has no desire for conflict. . . .

I was not invited to that conference, incidentally, and wouldn't have gone if I had been invited.

TAYLOR CALDWELL
Eggertsville, N.Y.

Sirs:

. . . If I remember correctly you, too, were against the tactics of the House Un-American Activities Committee of smearing individuals on the basis of hearsay and inadequate evidence. How, then, can you publish such a "blacklist" of your own? . . .

MORTON R. KRAMER
New York, N.Y.

● Of the 300 people who wrote LIFE concerning this story, the majority were critical. To those who objected, LIFE recommends a closer reading of the explanatory text. As Reader Kramer points out, LIFE is against "smearing" anyone on hearsay. But it is certainly for the disclosure of facts. LIFE did not put these individuals in the class of dupes and fellow travelers. They put themselves there by joining or sponsoring Com-

CONTINUED ON NEXT PAGE

MY POP'S THE BEST..!





I had to separate my kid from one of his pals the other day. They were scrapping over which father was the better baseball umpire. I pretended to be angry with my Tommy—though I was secretly proud of his faith in me.

That little incident started me wondering if his faith was really justified. Sure, I'd done my best to give him a good home . . . but what would happen to him and his Mom if something should happen to me?

Then I remembered my talk with a Mutual Life representative, who explained how his Company's *Insured Income* service could provide a comfortable monthly income for Tommy and his mother in case they were left alone. At the same time, he said *Insured Income* would build up a retirement fund, so I'd never be a financial burden on my son.

I decided that was the kind of life insurance planning I was going to have for my family. And believe me, I was a happy man when I found I could afford real family security, so Tommy and his mother would never be let down.

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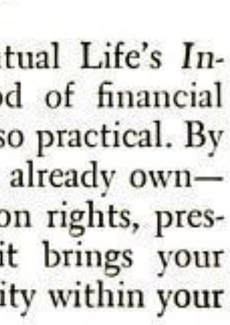
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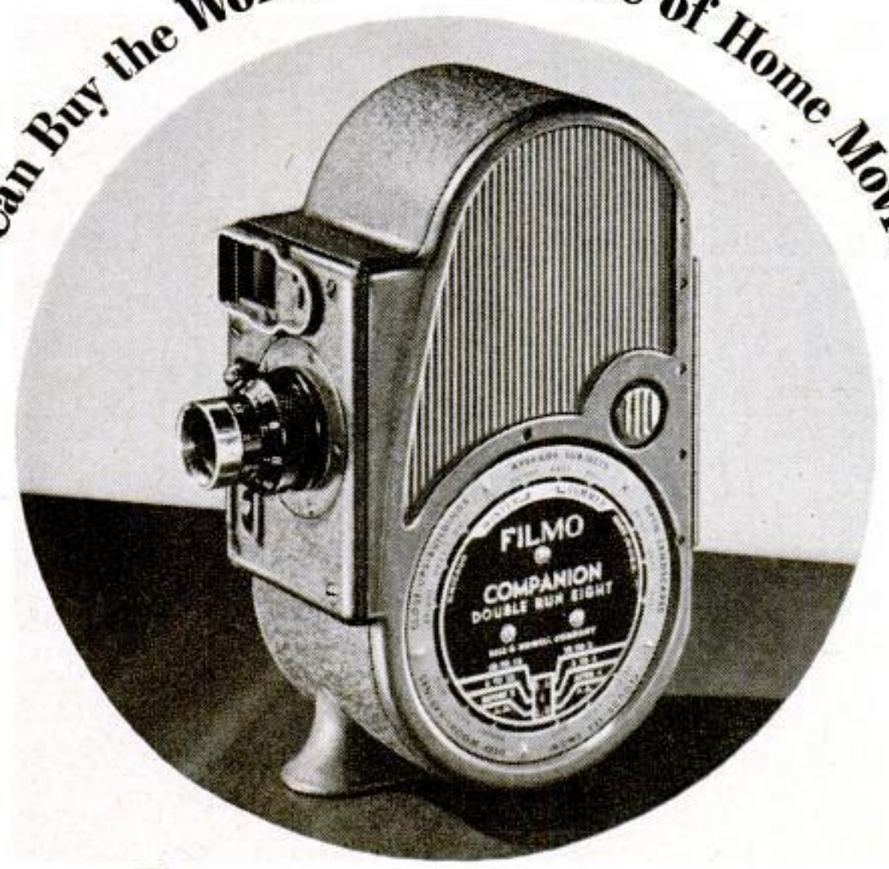
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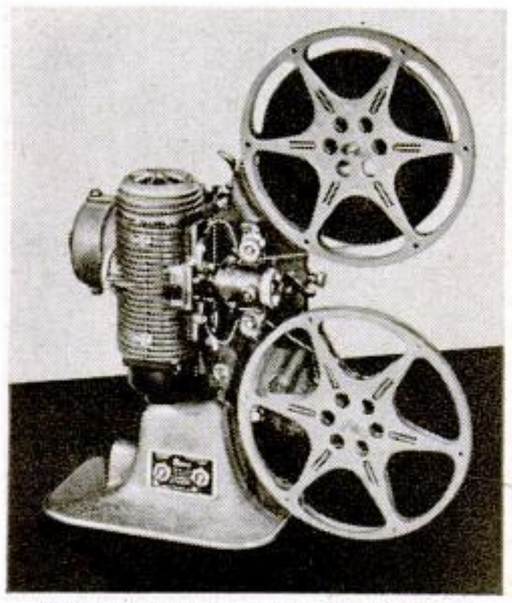


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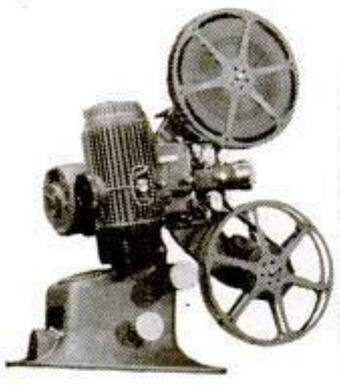
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Chas. G. Clarke, A. S. C., Director of Photography for "Sand," a 20th Century Fox Technicolor production, says: "My choice for personal movies is a Bell & Howell matched pair, Filmo 8mm Camera and Projector. Why? Because these instruments have the same mark of precision that I've found in all Filmo equipment ever since I owned my very first B&H professional 35mm camera in 1921." Bell & Howell Company, 7141 McCormick Road, Chicago 45, Illinois.

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LETTERS TO THE EDITORS

CONTINUED

munist-front organizations. Consequently, as the story explained, this was no "blacklist," but a selection of prominent U.S. individuals who have helped the Communist cause by lending their names and prestige to organizations labeled by the U.S. Attorney General or other government agencies as subversive.—ED.

Sirs:

Your reference to Professor Kirtley Mather leads me to suppose that you are probably wrong about everyone else on the page also. Professor Mather is a Christian leader. . . . For two years he was president of the National Council of the Y.M.C.A. and is at present on the World Committee of the Y.M.C.A. in the capacity of chairman of the finance committee. The summer before last when the World Conference of Christian Youth took place in Norway, he was one of the two Americans invited to speak and conduct forums. It would take pages to enumerate all of the activities of this sort in which he is engaged. I cannot conceive of his being connected in the slightest capacity with any Communist-front organization.

JOSEPHINE T. BREWER
Newton Center, Mass.

● Nevertheless Prof. Mather belongs or has belonged to such groups, cited as subversive Communist fronts, as the Joint Anti-Fascist Refugee Committee, the National Council of American-Soviet Friendship and three others.—ED.

Sirs:

. . . Your text is so cleverly written: "Some of those pictured here publicly and sincerely repudiate Communism"—as I have—that you can get anyone both going and coming. If a man has once been a member of a liberal organization, or has expressed himself as opposed to the horrible little Franco (whose killing of ducks and pheasants you link in your sprightly fashion to his killing of people), he may easily, in your book, be a dupe and fellow traveler.

Although you include my picture, I happen to be neither. In my weekly column in *The Saturday Review of Literature* I have said this specifically. I once belonged to the Independent Citizens Committee working for the election of Franklin D. Roosevelt. . . . I continued to belong to that organization when it turned into the Progressive Citizens of America, until the latter came out definitely for the candidacy of Henry A. Wallace, when I resigned because I believed in the Marshall Plan and it became clear to me that Wallace was going along with the Communist party line. . . . I am now a member of Americans for Democratic Action. This does not mean that I repudiate friendship with a number of fine people on your two pages, viz., Jo Davidson, sculptor; Dorothy Parker, the brilliant writer; Langston Hughes, the Negro poet; Aaron Copland, the composer; Mark Van Doren, a splendid scholar and poet; Louis Untermeyer, our leading poetry anthologist, etc. And I may say that I am proud to have my ugly mug on a spread that includes photographs of Albert Einstein, Thomas Mann and Ralph Barton Perry of Harvard.

. . . I do not wish war with Russia, or war at all, but I was not a sponsor of the Cultural and Scientific Confer-



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LETTERS TO THE EDITORS

CONTINUED

ence for World Peace. I am no longer a member of the Council for Soviet Friendship because, as I wrote them, I thought their attitude toward developments in Czechoslovakia strictly party line.

WILLIAM ROSE BENÉT
The Saturday Review of Literature
New York, N.Y.

● LIFE is glad to hear that Reader Benét has recognized the National Council of American-Soviet Friendship as a Communist front and has withdrawn from it. LIFE assumes that he will also withdraw, if he has not already, from the Civil Rights Congress, the Joint Anti-Fascist Refugee Committee and the American Committee for the Protection of the Foreign Born, all three cited as subversive Communist fronts.—ED.

NICKEL BEER

Sirs:

. . . I was most interested in your description (LIFE, April 4) of the American beer drinker: "An unassuming character . . . with no union, no trade association, no press agent and no lobby." No red-blooded, foam-lipped American can ignore this challenge. I hereby propose the organization of an institution for the return of nickel beer. . . .

DONALD BONHAUS
Cincinnati, Ohio

Sirs:

. . . The cost of production today, together with the more than 15 taxes levied on the tavernman, makes it impossible to sell a 5¢ glass of beer. Should 5¢ beer become general, taverns could not operate in a manner that is an asset to the community and would cater entirely to Bowery derelicts. . . .

JOHN J. DALY
President
Restaurant and Liquor Dealers' Assn. of Bronx County, Inc.
New York, N.Y.

STUDEBAKER vs. MODEL T

Sirs:

In your close-up of Paul Hoffman you have a picture with the legend, "At the wheel of a Studebaker in 1913, Hoffman chauffeurs a group of relatives on an outing in California."



The car in the picture is obviously a Ford Model T touring car. Having piloted one of that make and model (cost: $600 without tax) over more than 100,000 miles of California roads, I ought to know.

B. GRANT TAYLOR
Redwood City, Calif.

● It's a Studebaker.—ED.

CONTINUED ON NEXT PAGE

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LETTERS TO THE EDITORS

CONTINUED

"REVOLT IN BOSTON"

Sirs:

The undersigned, directors of museums which have lent paintings to the loan exhibition, "Milestones of American Painting in Our Century," organized by the Institute of Contemporary Art, Boston, wish to protest against the article on the exhibition, "Revolt in Boston" (LIFE, Feb. 21). The exhibition is an objective survey of what the institute considers the best in American painting for the past 50 years. In the selection of pictures and in the catalog by Frederick S. Wight there is no attempt to "slant" the exhibition in order to discredit or promote any particular schools; on the contrary, the aim is to represent impartially the chief tendencies of the period, including abstract, surrealist and other trends.

Yet your article, in both text and captions, represents the exhibition as an attempt to discredit "modern" tendencies, to decry "foreign influences" and to glorify "native traditions." No such purpose was expressed when the lenders were asked to contribute their pictures, nor is any such purpose apparent in the selection of pictures or in the catalog. Your article is a deliberate misrepresentation of the aim and character of the exhibition. As responsible museum officials who helped to make this exhibition possible, we protest against this misrepresentation.

BARTLETT H. HAYES JR., Director
Addison Gallery of American Art

DANIEL CATTON RICH, Director
Art Institute of Chicago

PERRY T. RATHBONE, Director
City Art Museum of St. Louis

HERMANN WILLIAMS JR., Director
Corcoran Gallery of Art

WILLIAM M. MILLIKEN, Director
Cleveland Museum of Art

JOHN COOLIDGE, Director
Fogg Museum of Art,
Harvard University

ALICE W. KENDALL, Director
Newark Museum

FISKE KIMBALL, Director
HENRI MARCEAU, Associate Director
Philadelphia Museum of Art

DUNCAN PHILLIPS, Director
Phillips Gallery

HERMAN MORE, Director
LLOYD GOODRICH, Associate Director
Whitney Museum of American Art

This letter of protest has also been signed by 13 of the 20 private collectors who lent to the exhibition.

● The above-named distinguished museum directors have administered a severe rebuke to the Editors of LIFE. We hope that the severity of their judgment will be tempered at least by the following statement from the director of the Boston Institute itself:

Sirs:

LIFE is obviously entitled to its own editorial interpretation of our exhibition, whether or not such interpretation is at variance with our view or others. We have no reason to believe that LIFE resorted to deliberate misrepresentation in reporting our exhibition.

JAMES PLAUT
Director

Boston Institute of
Contemporary Art

● Speaking for themselves, the Editors of LIFE totally reject the charge

CONTINUED ON PAGE 25



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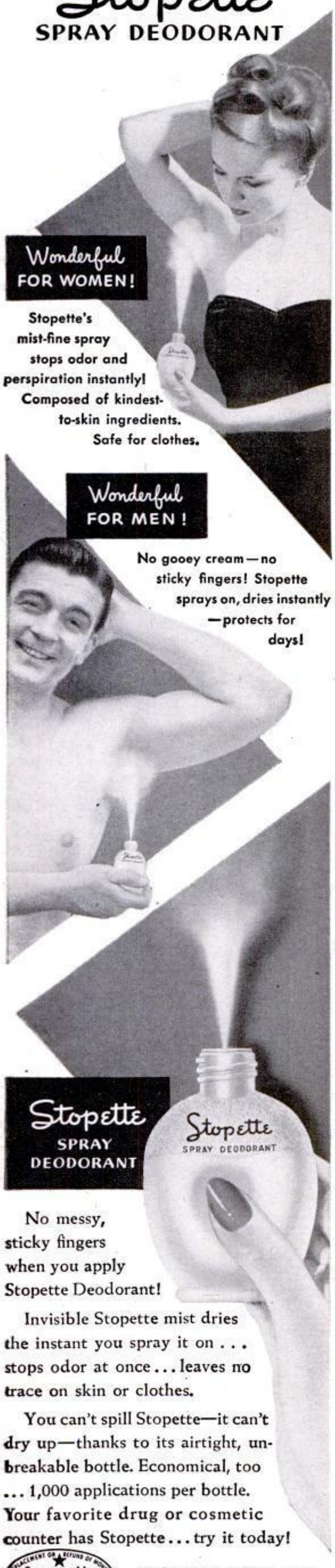
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LETTERS TO THE EDITORS

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of "deliberate misrepresentation." Evidently, however, LIFE failed to make clear that its own views on some absurd and nihilistic tendencies in modern art were not necessarily shared by the Boston Museum. LIFE stands for freedom of artistic expression and for free and responsible criticism of the same.—ED.



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Sirs:

The faculty of the Samuel S. Fleisher Art Memorial, acting as a Committee of Awards, have unanimously chosen LIFE as the recipient of the Samuel S. Fleisher Art Memorial Silver Medal for its outstanding contribution to educational and cultural advancement in America through its articles, editorials and accurate reproductions of the old and modern masters.

T. F. READ
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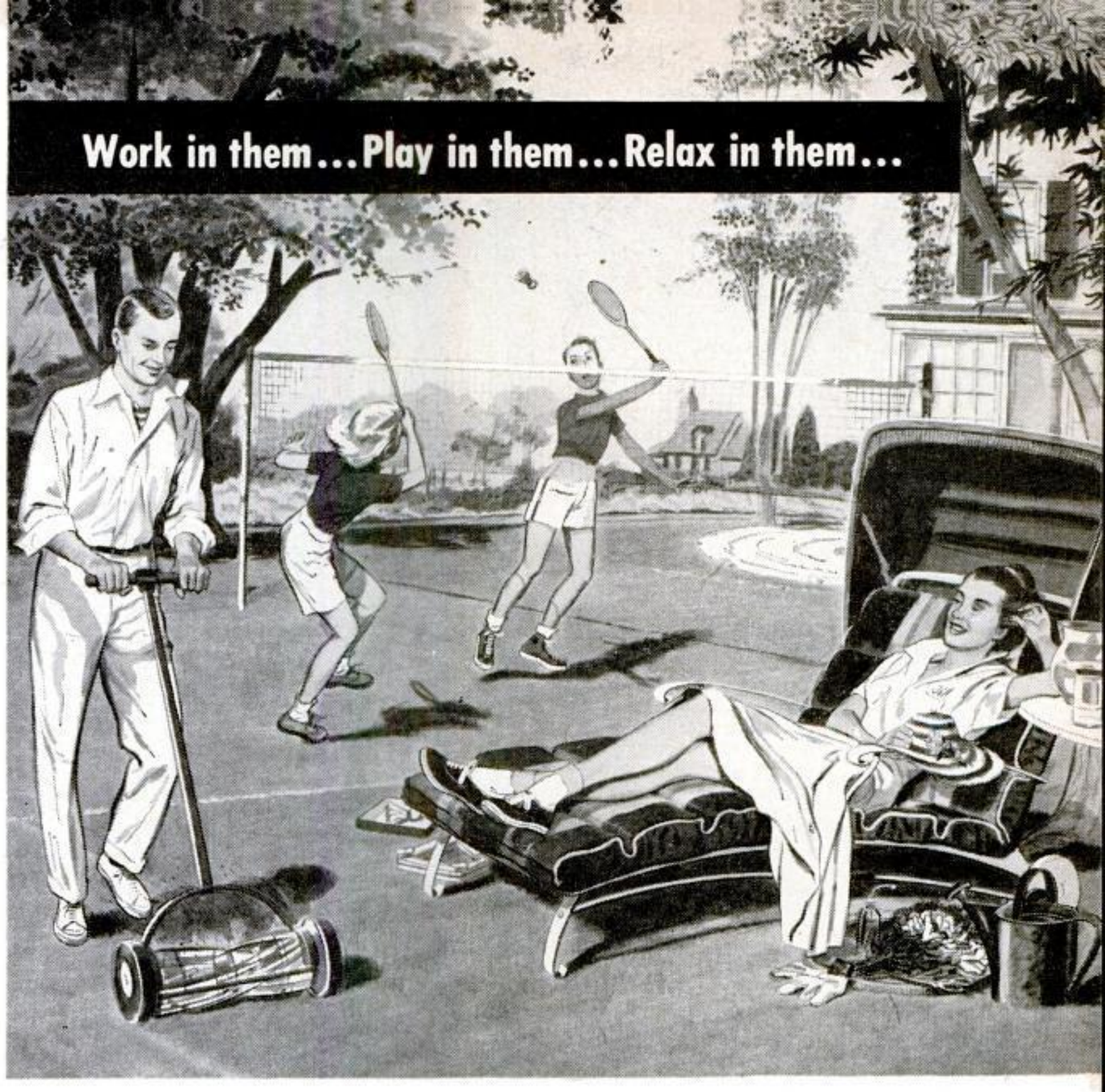
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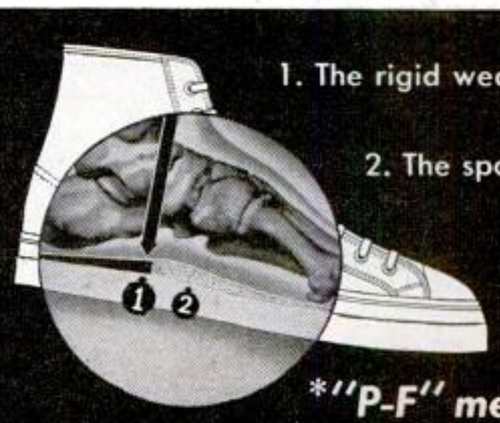


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The wave that gives that natural look . . . Toni

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LIFE'S COVER

On LIFE's cover this week is a 22-year-old Parisienne named Marie José Darène who looks something like a young Paulette Goddard and is married to a man who looks like Errol Flynn and is in fact a minor French movie actor. She herself is on the brink of a movie contract. Meanwhile Marie works as a model, earning $60 in a good week, a salary any first-rate New York model would sneer at. She is wearing striped box jacket by Dior and feathered beanie typical of the small hats shown at the Paris openings (*pp. 67–78*) and already at U.S. hat bars.

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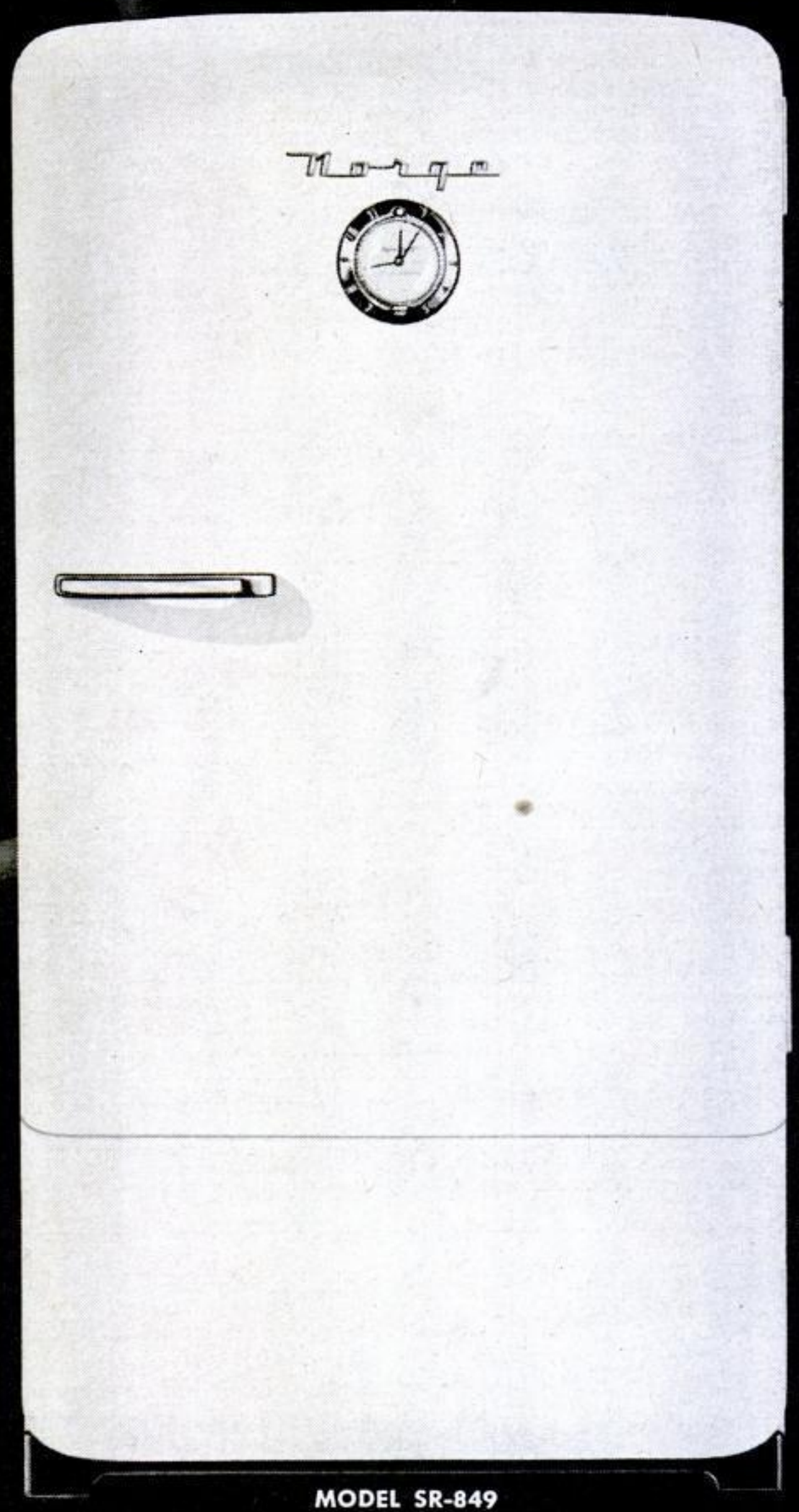
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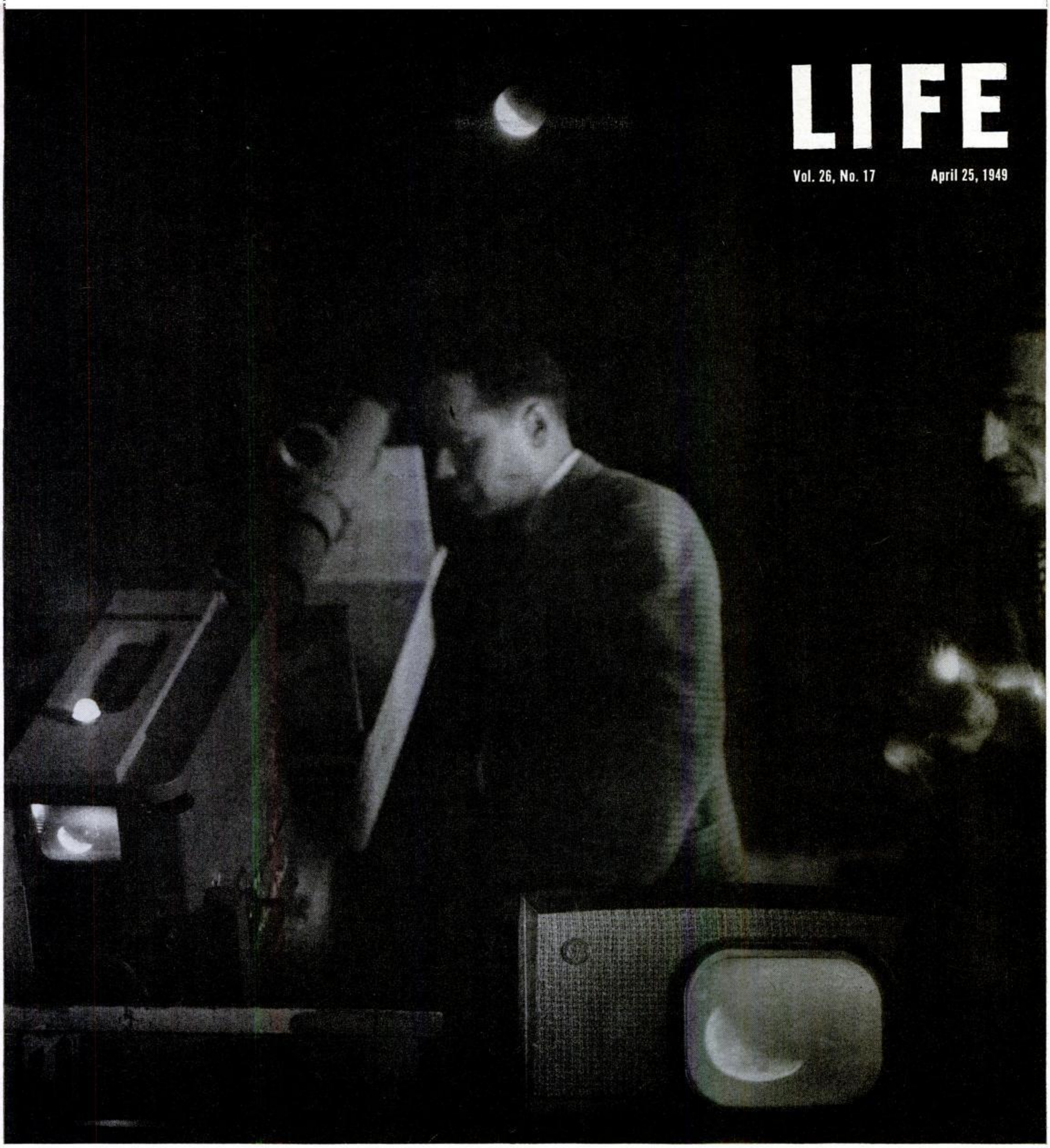
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LIFE
Vol. 26, No. 17 April 25, 1949



THREE VIEWS of the eclipse are obtained atop Mt. Lee in Hollywood. These are of the real moon, an image on the view-finder of television camera (*left*) and an image on receiving set (*right*). Photograph above was achieved by shooting with two cameras at same instant, one with long lens focused on moon, the other on scene in foreground.

MILLIONS SEE MOON IN RARE TOTAL ECLIPSE

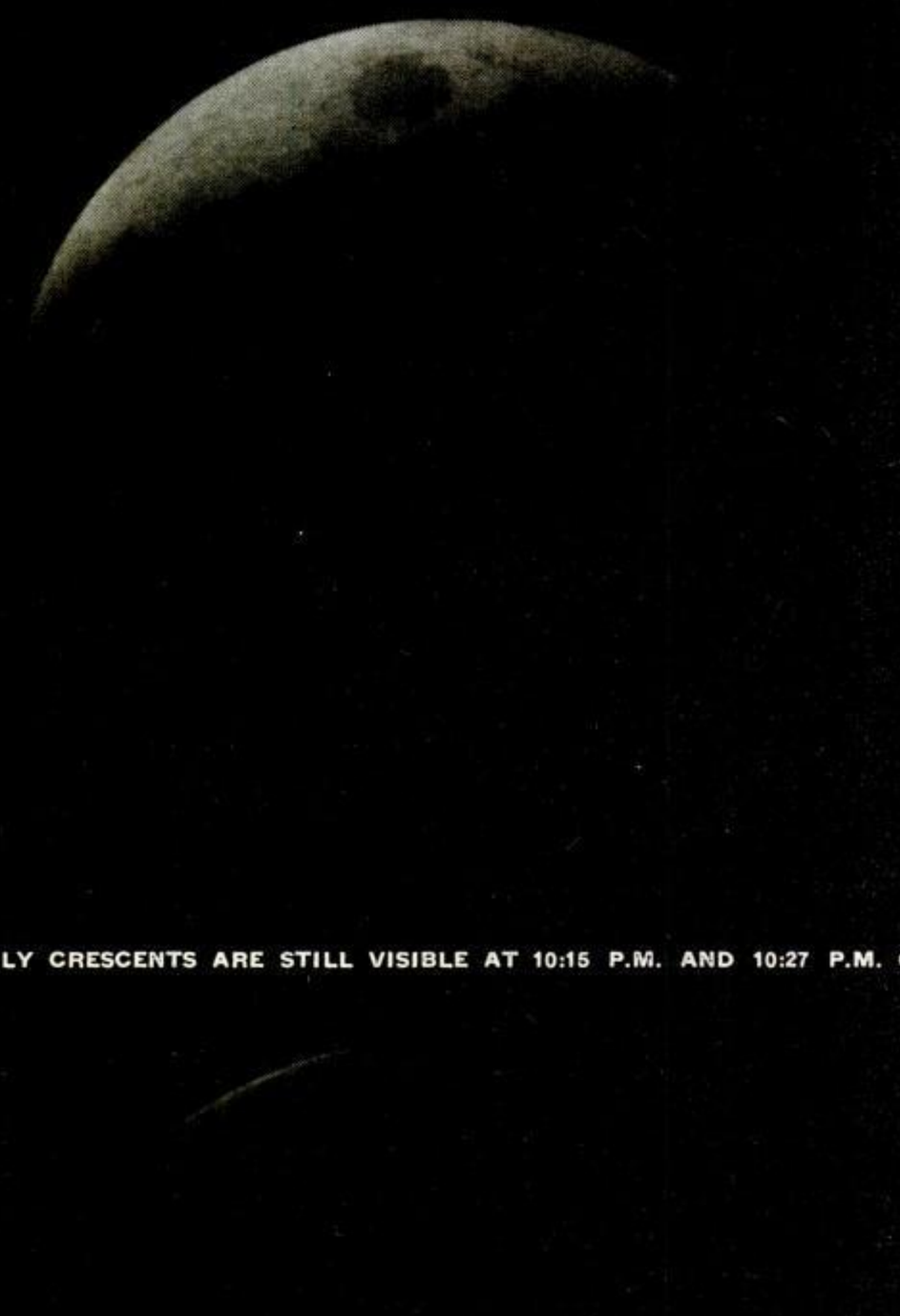
On the night of April 12 the moon passed into the shadow of the earth and produced the darkest total eclipse within the memory of leading astronomers. But the event also set another record. Never before in the history of the world had a lunar eclipse received so much attention from earthbound man. Millions of Americans watched it from backyards and street corners. Amateur astronomical associations marshaled their full resources to set up hundreds of telescopes throughout the country for better views of the phenomenon. Planetariums in the big cities put on special shows. But the biggest play came from television, which jumped at the opportunity to put on a spectacular show which cost networks absolutely nothing in performers' fees. Stations hooked telescopes to their cameras to give audiences a look at an eclipse through astronomical lenses. The telecasts were enthusiastically received although anyone could have had a naked-eye view simply by craning his neck and looking up at the sky. On this apparent willingness of the modern American to accept the image instead of the reality, the New York *Herald Tribune* commented sadly in an editorial, "It is the vision of the future—a vision of man in a five-room suburban house, sitting with his back to the window, watching the universe perform on the television screen, while fragments of the eclipsing moonlight steal in behind him like thieves and play unnoticed along the floor."

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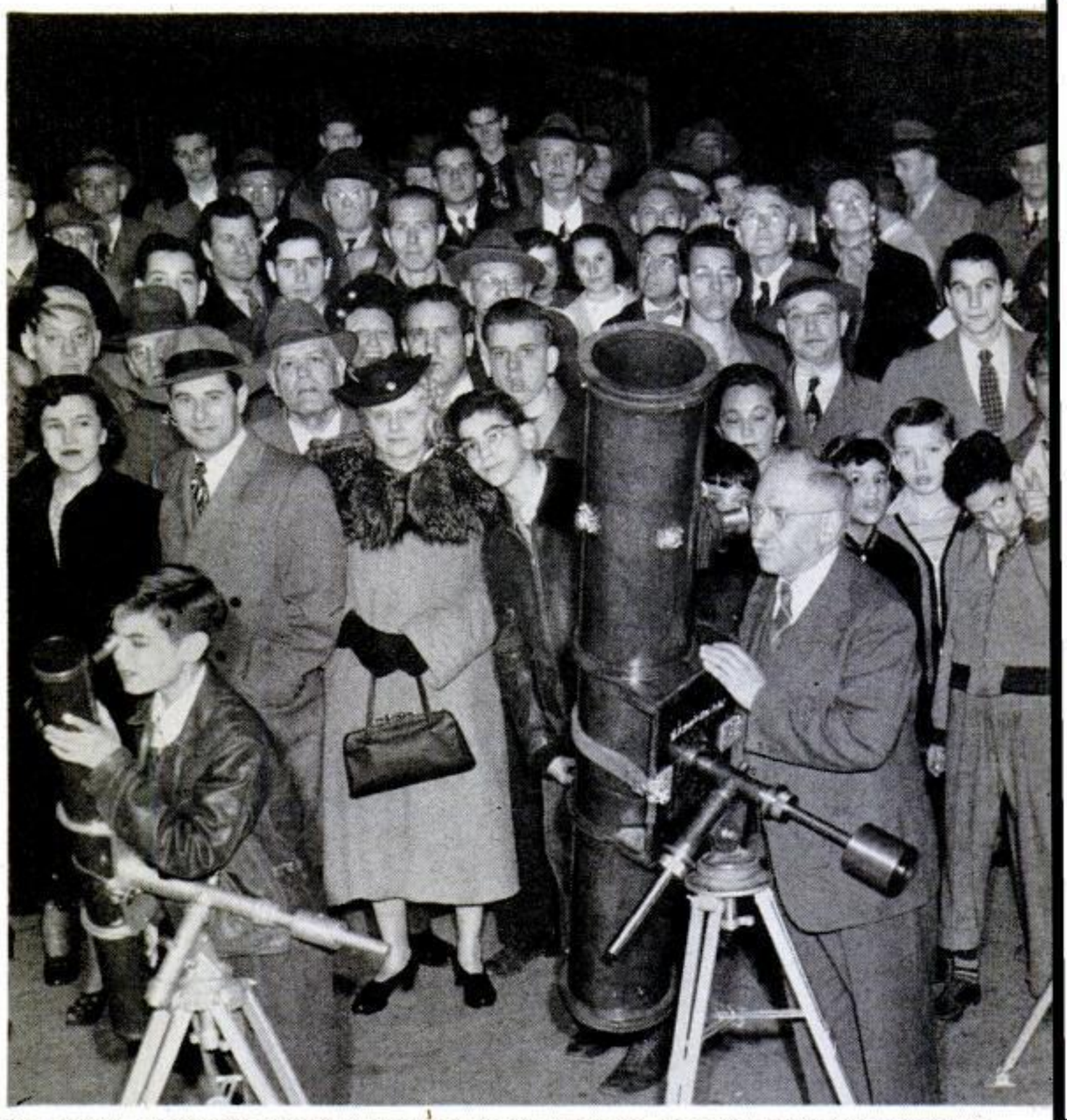
MOON DISAPPEARS IN SHADOW



AT 9:50 P.M. E.S.T. HALF OF MOON'S CRATERED SURFACE HAS BEEN OBSCURED



ONLY CRESCENTS ARE STILL VISIBLE AT 10:15 P.M. AND 10:27 P.M. (BELOW)

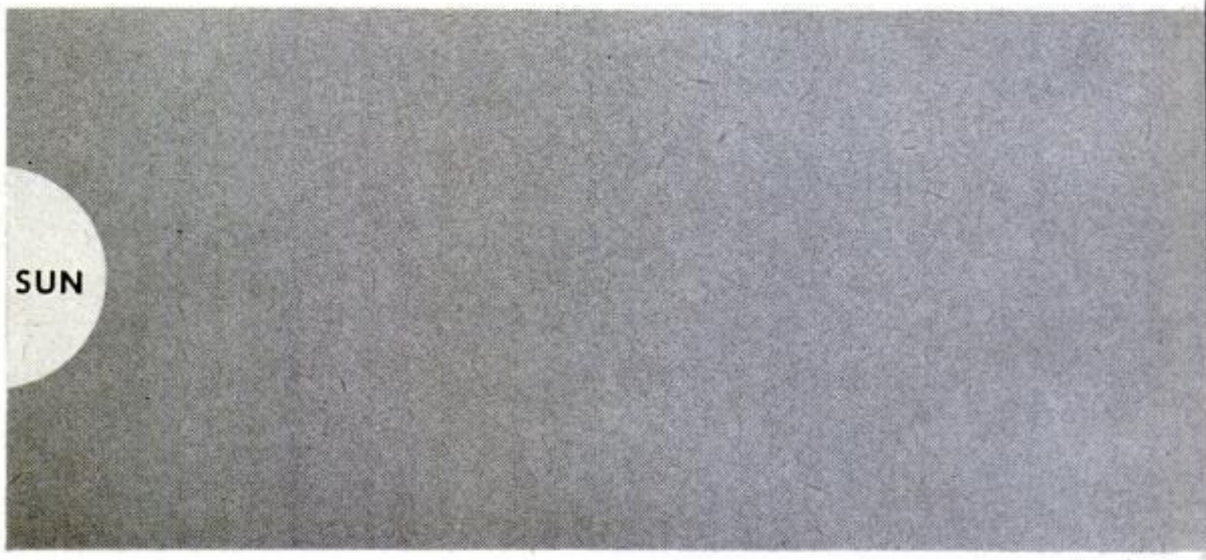


ON LAWN IN FRONT OF THE HAYDEN PLANETARIUM, NEW YORKERS TAKE TURNS

THE EARTHBOUND AUDIENCE WATCHES A SHOW BY THE EARTH'S SATELLITE

The extraordinary darkness of last week's lunar eclipse was caused by the fact that almost no sunlight reached the moon within the earth's shadow. Usually beams are bent as they pass through the earth's atmosphere and fall upon the moon in a coppery light. This time clouds blocked off most beams, so that at the height of the eclipse the moon itself was scarcely visible.

The eclipse began when the moon moved into a position where a portion of the sun's rays were being cut off by the interposed body of the earth. For the next hour its face appeared covered with a light veil although it was still receiving enough light to be fully visible. At 9:28 p.m. E.S.T. the moon swung into a heavier part of the earth's shadow called the umbra (*below*), and it was at this point that a dark crescent began to appear on its face, as if someone had taken a bite out of it. At 10:28 p.m. the satellite was in total eclipse. Commentators at Hayden Planetarium pointed out to their audiences that at this phase an observer stationed on the moon would be seeing an even more spectacular sight —a darkened earth with a glimmering corona caused by refraction of sunlight by the earth's atmosphere. This view of an eclipse from the vantage point of the moon will be possible only when rocket development reaches the stage of space travel (LIFE, Jan. 17). But those who missed last week's eclipse and want to see another one from the earth will get the opportunity in the near future. Despite the rarity of total eclipses, another is scheduled to take place next Oct. 6.



PATH OF THE MOON descends through the penumbra or outer shadow of the earth into the umbra or inner shadow. In the penumbra some of the sun's rays are blocked off

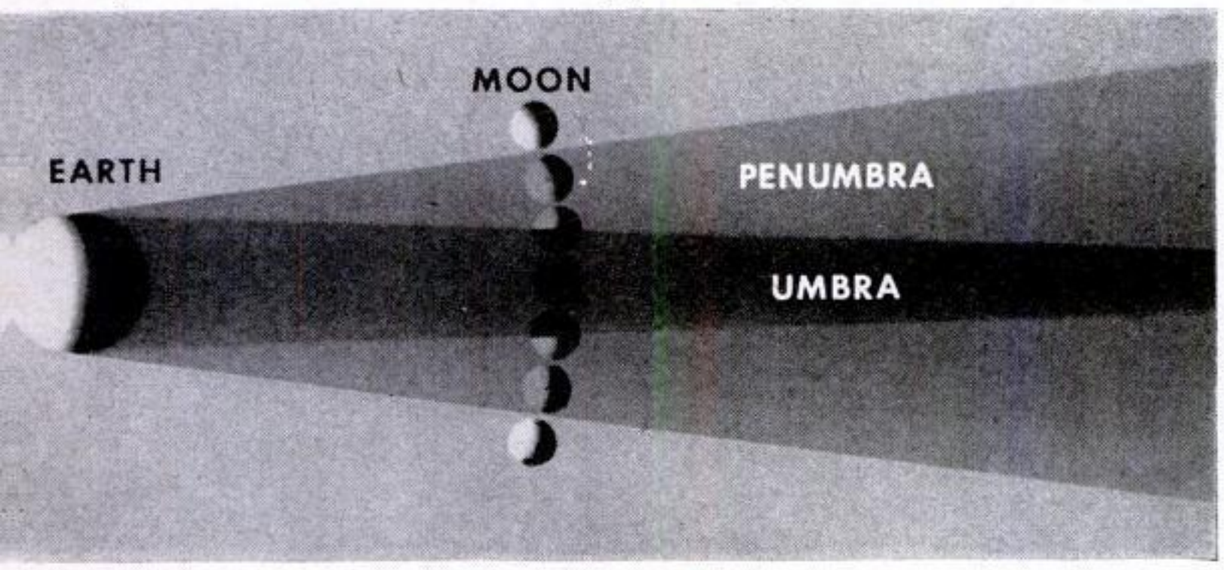
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LOOKING INTO TELESCOPES WHICH WERE SET UP BY AMATEUR ASTRONOMERS

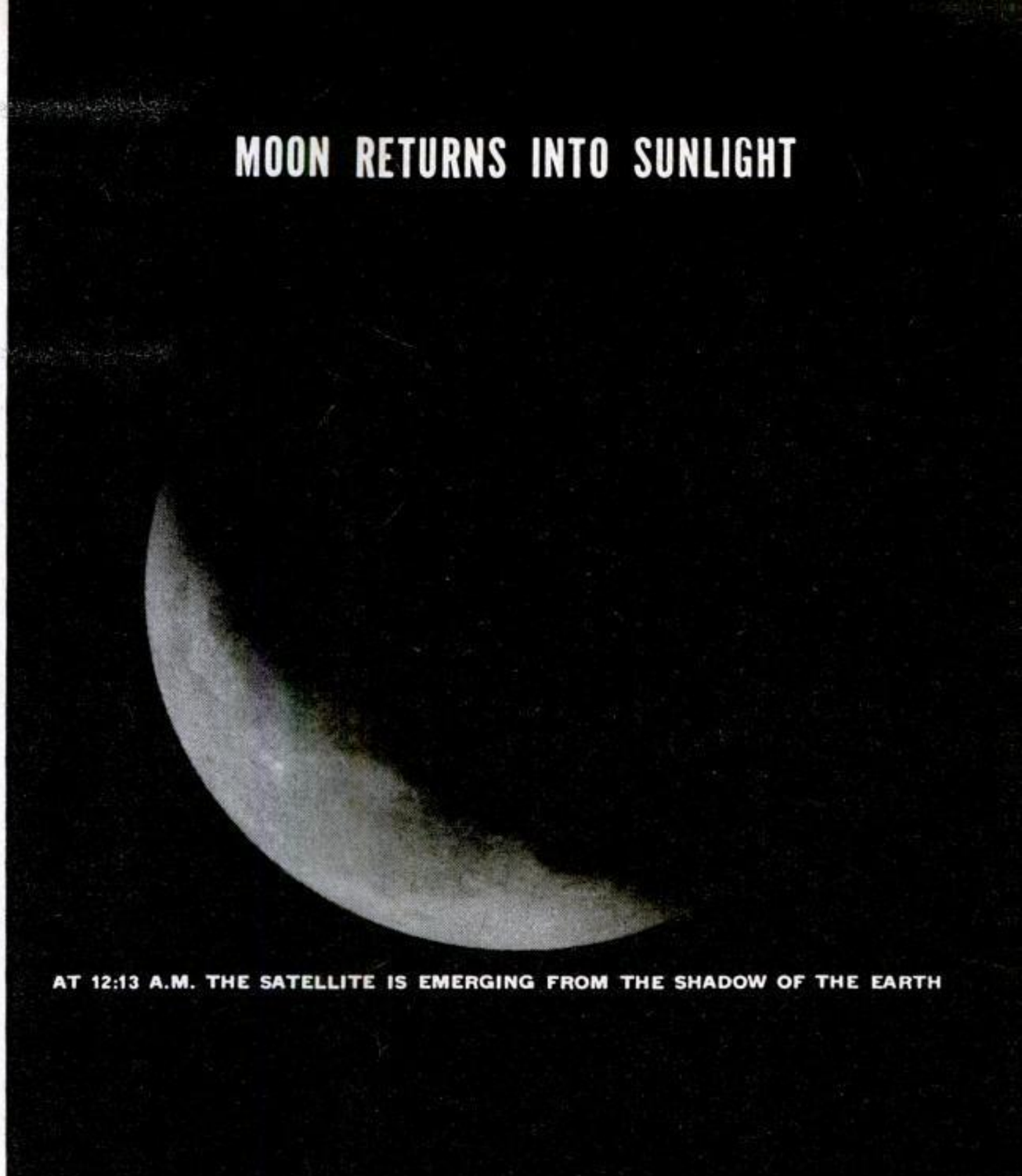


SPYGLASS gives this amateur astronomer on Boston Common a clearer view of lunar eclipse. Crease of his brother's Homburg provides support for the slender instrument.

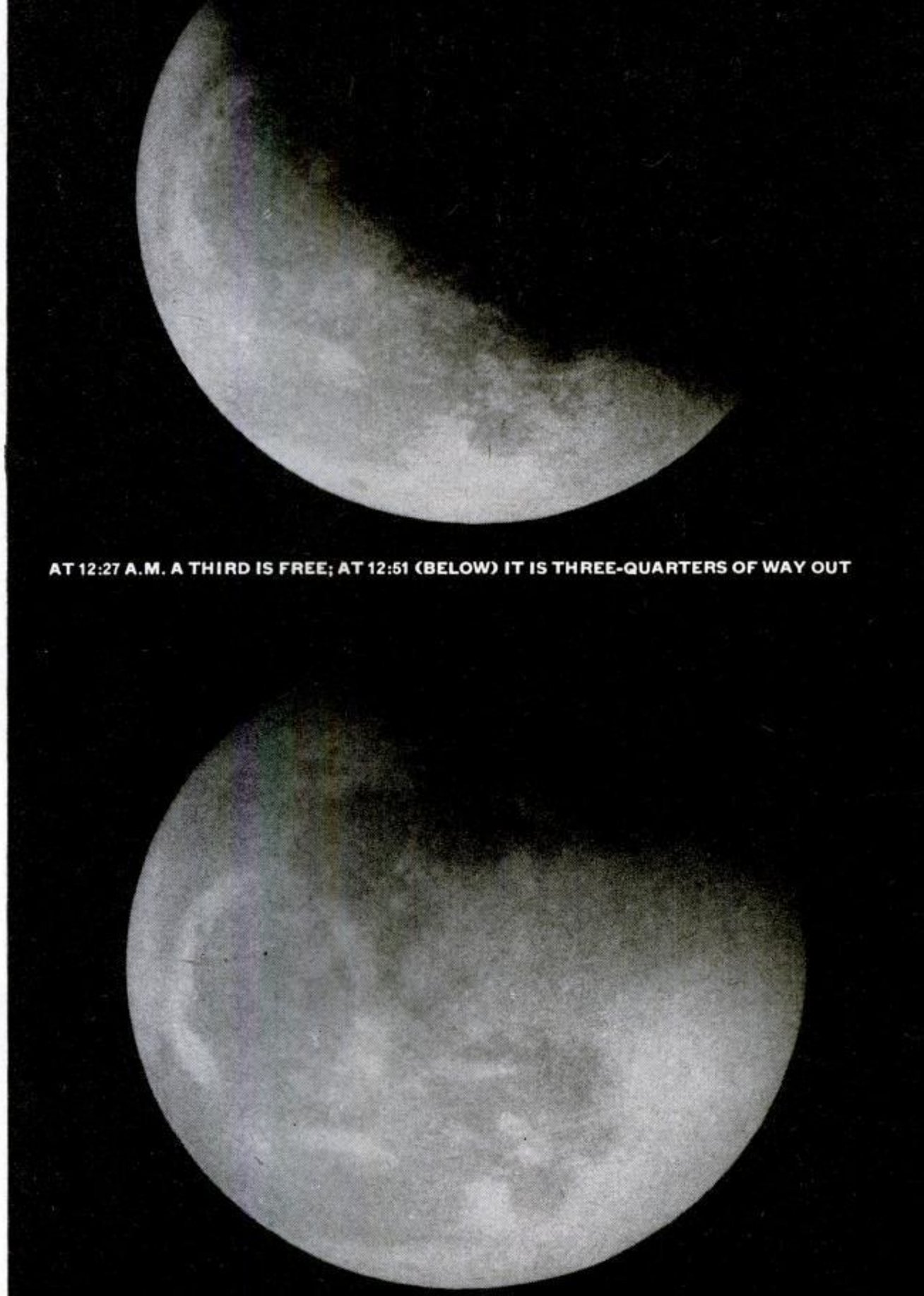


by the earth but the moon still receives enough light to be totally visible. In the umbra, however, the moon is cut off from practically all of the sun's light and is left in darkness.

MOON RETURNS INTO SUNLIGHT



AT 12:13 A.M. THE SATELLITE IS EMERGING FROM THE SHADOW OF THE EARTH



AT 12:27 A.M. A THIRD IS FREE; AT 12:51 (BELOW) IT IS THREE-QUARTERS OF WAY OUT



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EDITORIALS

THE RIGHT TO HEAR

ONLY THE DISHONESTLY LABELED SPEAKER IS A MENACE ON THE CAMPUS

Professor Harold J. Laski, the British socialist intellectual, has been having trouble getting platforms from which to speak during his current tour of the U.S. The School Committee of Cambridge, Mass. has refused him the use of a public-school hall; the University of California at Los Angeles has barred him on a technicality from delivering two scheduled addresses within its campus precincts. Meanwhile it has just been revealed that Yale has fired John M. Marsalka, the professor of Russian studies who tried unsuccessfully to procure a university platform for the Russian composer Shostakovich during the latter's brief stay in the U.S. The Laski ban has brought forth the charge of "infringement upon academic freedom" from Jacob Potofsky, president of the Amalgamated Clothing Workers of America, who is a sponsor of the Laski tour. As for Professor Marsalka, he has been quick to attribute his dismissal to "thought control" and "State Department pressure."

LIFE thinks it unfortunate that Cambridge and the University of California have refused to hear Harold Laski. It laments the fact that Yale students have been deprived of the opportunity to watch Shostakovich exhibit the stigmata of the Communist cultural stooge in public. But just where does the question of "academic freedom" or the "right to free speech" come into all this? There is nothing in the Bill of Rights which compels any American individual or institution to give a pulpit, a platform or the white space in news columns to anybody who comes along asking for it. No one is required to welcome a propagandist for Communism, or a fellow traveler or even a British socialist, who has been far more tolerant of Stalinist Communism than of U.S. capitalism, merely because he is in need of a forum or a job. If Harold Laski isn't wanted at the University of California or in a Cambridge public school, he is at liberty to hire another hall. (Which, of course, is just what he has done.) And since Professor—or rather Assistant Professor—Marsalka had not achieved the status of permanent tenure at the time of his dismissal for inacceptable teaching, the university authorities were quite within their rights in refusing to renew his contract.

But if there is no issue of "academic freedom" involved in the Marsalka and Laski episodes, there are at least two important things at stake. The first involves the question of fear. When a university refuses a platform to a cringing Shostakovich, it makes one wonder just what on earth we are frightened about. Shostakovich was not sailing under false colors. If we are not to give a false impression of intellectual timidity to the world, we should make it a rule to give a hearing to anybody who is willing to label himself for what he is. As Toynbee has said, a few Communist catfish in our herring pond are useful in that they keep the herring awake.

The second, and far more important, issue at stake is the U.S. student's right to hear all sides of a question. Universities are justified in refusing employment to teachers whose "progressivism" is of that enigmatic tinge which makes one wonder about their ultimate philosophical convictions. The professional fellow traveler cannot be honestly presented in a university catalog as one whose adherence to objective truth is unflinching, for truth does not change on the day when the Communists announce a shift in the party line. But if universities are right in keeping professors who deal in Communist-line double talk—or "Aesopian language," to use Lenin's phrase—off their faculties, they are duty bound to see that students have the opportunity to hear the views of our opponents in honest open forum.

There is one other observation to be made about the Laski bans, and that involves the public relations of U.S. capitalism. In a recent book Laski has accused U.S. businessmen of subverting virtually all of the colleges, publishing houses, magazines and newspapers of America. The charge is, of course, absurd; if there is any complaint to be made, it is that U.S. business has been the victim of writers, teachers and economists who have made easy fame and money by denouncing it. For two decades now leftist novelists, critics and economists have been rulers of the cultural roost. The banning of Laski by an American university, however, gives a faint color of plausibility to the charge of business control of U.S. cultural platforms. Laski will, we predict, regale a whole new generation of his students with stories of his "suppression" in the U.S., and it is a shame to feed him even this much ammunition.

BRANNAN'S PLAN

IT WOULD GUARANTEE THE FARMER'S LIVING AND PARALYZE HIS SENSE OF CHOICE

It is a latter-day article of faith that no one has a right to be heard on the subject of the U.S. farmer unless he has a "plan" for dealing with the agricultural surplus. The LIFE plan would be for the U.S. government to lend price support to the great staple crops on a descending scale for five years, then to get out of the business of direct and arbitrary underwriting of the price level. (LIFE would, of course, include soil conservation measures, expanding county agent services and technical aids in marketing in its permanent plan for farmers.) Theoretically a five-year limitation on price subsidies would allow farmers to make their individual adjustments: some might choose to diversify their product, some might elect to split their time between working in industry and raising enough vegetables for home subsistence and some might desert farming altogether. In any case, a five-year period of descending-scale price support would constitute fair warning.

Alas, LIFE realizes that its "terminal subsidy" plan is politically impossible. With everybody else demanding subsidies, it is both unfair and naive to include the farmer out. The "point of no return" has been reached: there will be no "plan" for farm subsidies looking to an eventual period of "no plan." Bowing to the universal demand for subsidies, LIFE is forced to choose between the more realistic plans of others.

Of one thing it is certain: that the Brannan plan, recently set before Congress, is inferior to the Aiken plan, which is scheduled automatically to become the law of the land on Jan. 1, 1950. The Brannan plan is so complicated that it would take a 300-page book to explain it, but some of its salient features may be set forth in brief compass. To begin with, it would subsidize the family-size farm directly. The government would continue to sustain the price of the great storable staples—cotton, wheat and so on—by open market purchase, as it does now. But otherwise the Brannan idea is to let the price of eggs or whatnot fall to its natural grocery store level, then to make up the "difference" to the farmer by a payment sufficient to underwrite his standard of living at recent high levels.

In return for a guaranteed living the farmer would have to sign away his freedom of choice; he would have to go along with government quota and soil conservation decisions to a point not contemplated in present agricultural law. With the 1950 elections coming up, the Brannan idea of a guaranteed living to every family-size farm in the U.S., plus low prices to consumers, makes for dazzling campaign fodder. But the subsidies would eventually have to be paid out of taxes or inflation, so the food bill for most of us would certainly not go down.

The Aiken law, which goes into effect some 10 months before the 1950 elections, offers a series of flexible price supports designed to lower the government "parity" payments on crops that are produced in too great abundance. If a farmer were to get only 75% of parity, say, on wheat, it would thus serve as a signal that he might more profitably turn his energy to a crop still paying the top "parity" price of 90%. With automatic rewards and penalties coming into play, the Aiken law would allow the farmer some freedom of choice in his calling. The Brannan plan would permit no such freedom of choice; it would make the farmer the doer of Agriculture Department will, in exchange for a guaranteed living. The total bureaucratization of U.S. agriculture would follow as inevitably as a chicken follows from a fertile egg.

Most appalling thought of all, the Brannan idea might tempt every lover of soft touches into farming. Why take a chance in an industry, why be a lawyer or a writer, if one thinks he can get in on a sure thing merely by buying a farm? Iowa, here we come!

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FASCISM REVIVES

A young Fascist named Achille Billi was mysteriously murdered in Rome a fortnight ago, and this photograph of his funeral provides dramatic proof that Italian fascists again feel free to show themselves. Some 5,000 persons turned out to honor the "martyr." As his elaborately decorated coffin was carried to the grave, a young man shouted "*Viva* Mussolini!" The mourners roared back, "*Presénte!*" and gave the stiff-armed Fascist salute.

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DEEP TRENCH in Puyallup, Wash., playground for child now, will be examined later by seismologists in their study of the quake. Fissures like this are usually a few hundred yards long and 2 or 3 feet wide. They are caused when shock waves go through field, shifting ground so that it breaks open. Owner of field said its height was raised 3 feet.

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IN DOWNTOWN SEATTLE CROWDS VIEW REMAINS OF CARS UNDER RUBBLE SHAKEN OFF TOPS OF BUILDINGS

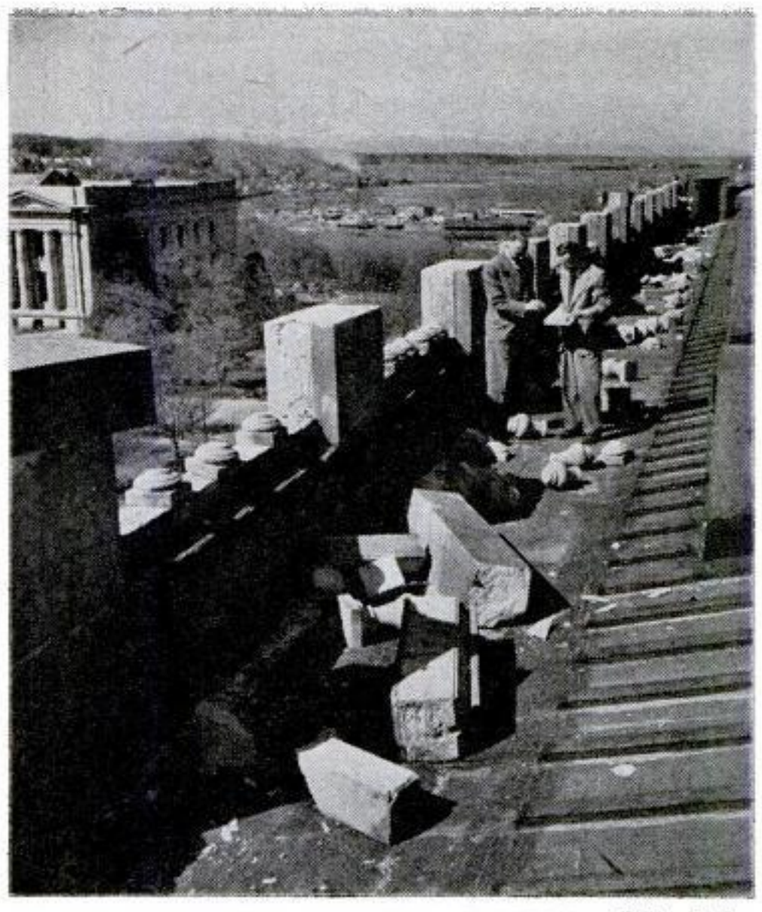
ONE MINUTE OF DESTRUCTION

Eight are killed in Pacific Northwest's worst recorded earthquake

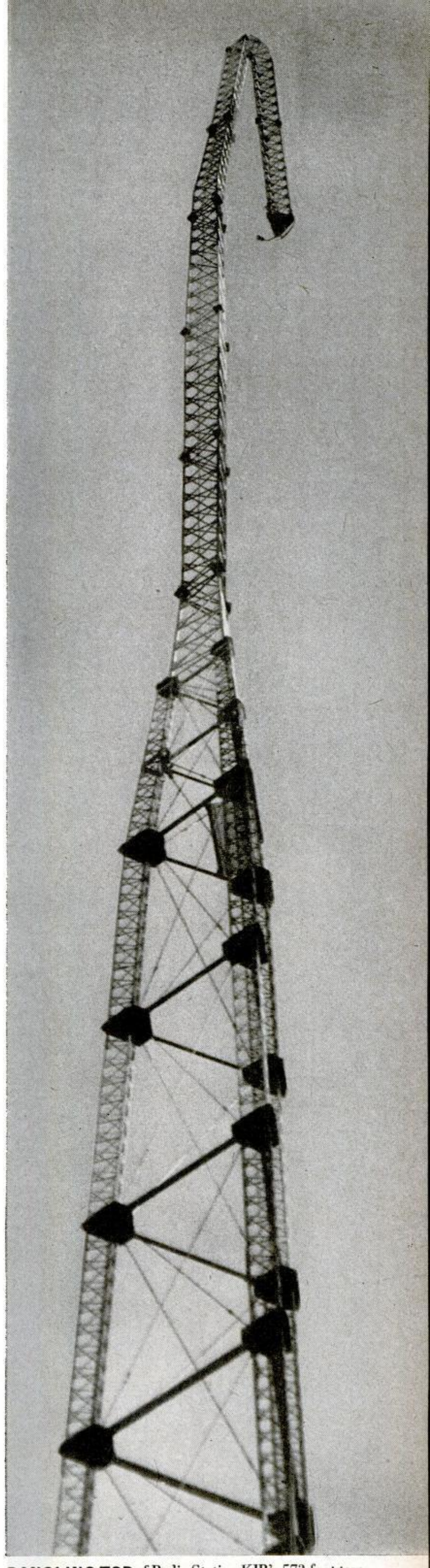
At 11:55 a.m., April 13, office workers and shoppers of Seattle, Wash. were hustling to lunch. At first they heard only a low rumble, then the ground moved slowly under them. For a full minute bricks rained into the streets, huge water towers split and deluged whole blocks, jagged cracks ran down the sides of buildings. In the panic all traffic stopped, a woman ran screaming out of her house and jumped into the river, several prisoners fainted in the city jail, and the rumor spread that a tidal wave was sweeping up Puget Sound. What had happened was the worst earthquake that has ever been recorded in the Pacific Northwest. About 50 miles southwest of Seattle the earth, deep under the surface, shifted. The resulting quake not only shook Seattle but also damaged Tacoma, Washington's capital city of Olympia and Portland and was felt as far east as Idaho. After the hysteria had died down, the people considered themselves lucky to get off as easily as they had. No buildings were completely demolished and most of the injuries were minor. Nevertheless the earthquake did take its toll: eight were killed.



CLEAN-UP JOB is started by the attorney general in State Law Library. Law books (4 lbs. each) strew floor.



ARCHITECTURAL "GINGERBREAD" fell off the State Insurance Building at Olympia, Wash. in quake.



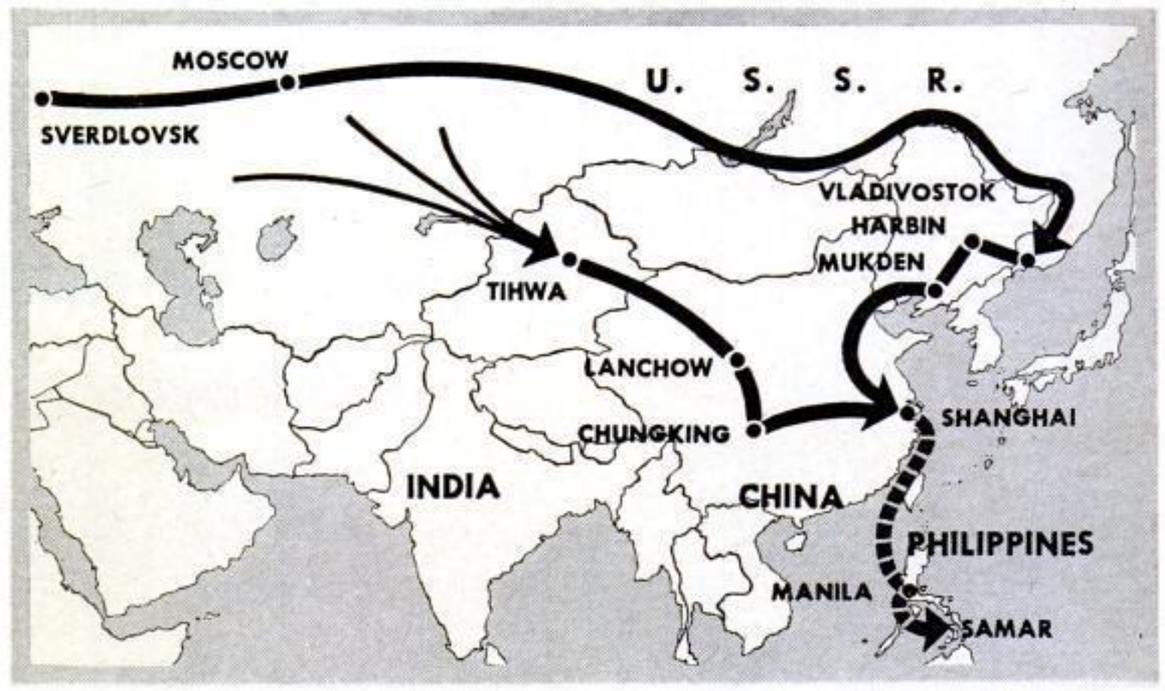
DANGLING TOP of Radio Station KJR's 573-foot tower hangs in air after tower was shaken like whip by quake.

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DEPARTURE AND ARRIVAL, the endless pattern of White Russian refugee life, finds Deacon Pavel Metlenko of the Russian Orthodox church boarding ship at Shanghai (*above*) and then in the Philippines outside his tent (*below, left*) visiting with local priest.



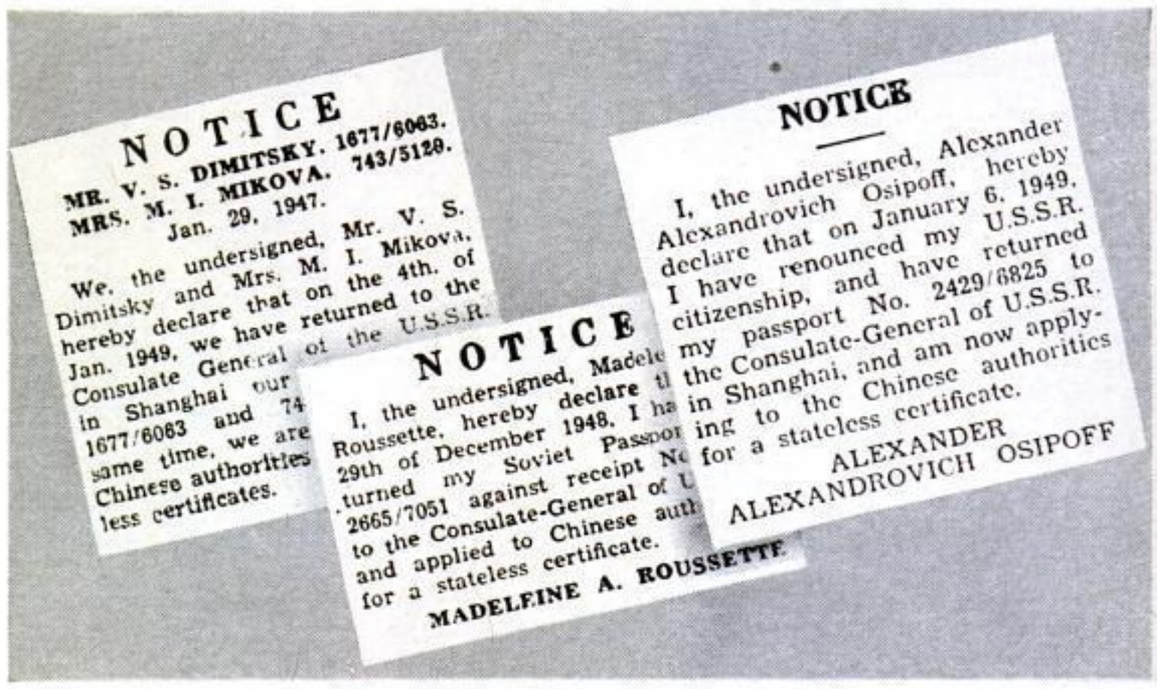


REFUGEE HEGIRA began 30 years ago with flight across Siberia to Harbin, Mukden and Shanghai. Other Russians fled to Tihwa and thence to Lanchow and the coast.

WHITE RUSSIAN ODYSSEY

After years of wandering the first Soviet exiles are granted a temporary haven in the Philippines

Not long ago on a coconut island in the Philippines, a 6-month-old child of Russian parents died and was buried (*opposite*). The child had been conceived in Tihwa, in China's remote interior province of Sinkiang. It had been carried in its mother's womb 1,400 miles to Lanchow where it was born and then in her arms 1,300 miles more to Shanghai and 1,500 miles beyond Shanghai to the island of Samar. This strange and tragic odyssey of the child was no new thing to its parents or their people. For 30 years White Russian refugees from the Soviet Union have wandered across the vast map of Asia, always moving just beyond the reaching arms of Communism. Until last year Shanghai was the ultimate haven. Then the sweep of Chinese Communist armies and the growing pressure exerted by Soviet officials on stateless refugees made Shanghai a risky sanctuary. The International Refugee Organization came to the rescue with an offer of temporary shelter in the Philippines. In January the migration began, by air and Chinese steamer. Among the migrants were the Russians of Tihwa, who had fled the Soviet Union in the early 1930s to escape the collectivization program and then had gone on to the coast. There were nearly 5,000 from Shanghai itself, professional men, merchants, churchmen, plain people who once again had to find and make a new world for themselves. There were some 1,500 refugees who had reclaimed Russian citizenship after the war and then—frightened by guarded letters from "home"—had changed their minds and renounced it (*below*). Finally there were the non-Russian stateless who have come to share the disabilities of the Soviet refugees—Shanghailanders of Baltic, Polish and Czech antecedents whose countries now lie behind the curtain. The new camp in hot and sticky Samar was no permanent answer, but it would provide temporary shelter while the refugees waited for visas or a new sanctuary. For some, like the child of the Tihwa family, there would be graves.



NOTICE

MR. V. S. DIMITSKY. 1677/6063.
MRS. M. I. MIKOVA. 743/5129.
Jan. 29, 1947.

We, the undersigned, Mr. V. S. Dimitsky and Mrs. M. I. Mikova, hereby declare that on the 4th. of Jan. 1949, we have returned to the Consulate General of the U.S.S.R. in Shanghai our 1677/6063 and 74 same time, we are Chinese authorities less certificates.

NOTICE

I, the undersigned, Madele Roussette, hereby declare th 29th of December 1948, I ha turned my Soviet Passpor 2665/7051 against receipt No to the Consulate-General of U and applied to Chinese auth for a stateless certificate.

MADELFINE A. ROUSSETTE

NOTICE

I, the undersigned, Alexander Alexandrovich Osipoff, hereby declare that on January 6, 1949, I have renounced my U.S.S.R. citizenship, and have returned my passport No. 2429/6825 to the Consulate-General of U.S.S.R. in Shanghai, and am now applying to the Chinese authorities for a stateless certificate.

ALEXANDER
ALEXANDROVICH OSIPOFF

PUBLIC NOTICES in Shanghai papers reveal the new disillusionment of refugees who accepted Soviet citizenship after war but got warnings in time from friends now in Russia.

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AT THE END OF A 4,200-MILE TREK FROM SINKIANG A RUSSIAN FAMILY BURIES ITS YOUNGEST CHILD



TROPICAL GRAVE is dug by a grieving Russian father (*right*) for infant who died the day after refugees reached Samar. Baby was born during the trek through China.



FUNERAL PROCESSION is awaited by two refugee children long accustomed to grief. Family of dead child was driven out of Russia by Soviet collectivization purge.



FINAL FAREWELL is said to the dead child before coffin is lowered into the grave. While the father (*foreground*) clasps his brow and the weeping mother tries to comfort another child (*center*), one of the baby's three sisters bends to kiss the dead infant goodbye. The mourners include friends who shared the long trip from Sinkiang.

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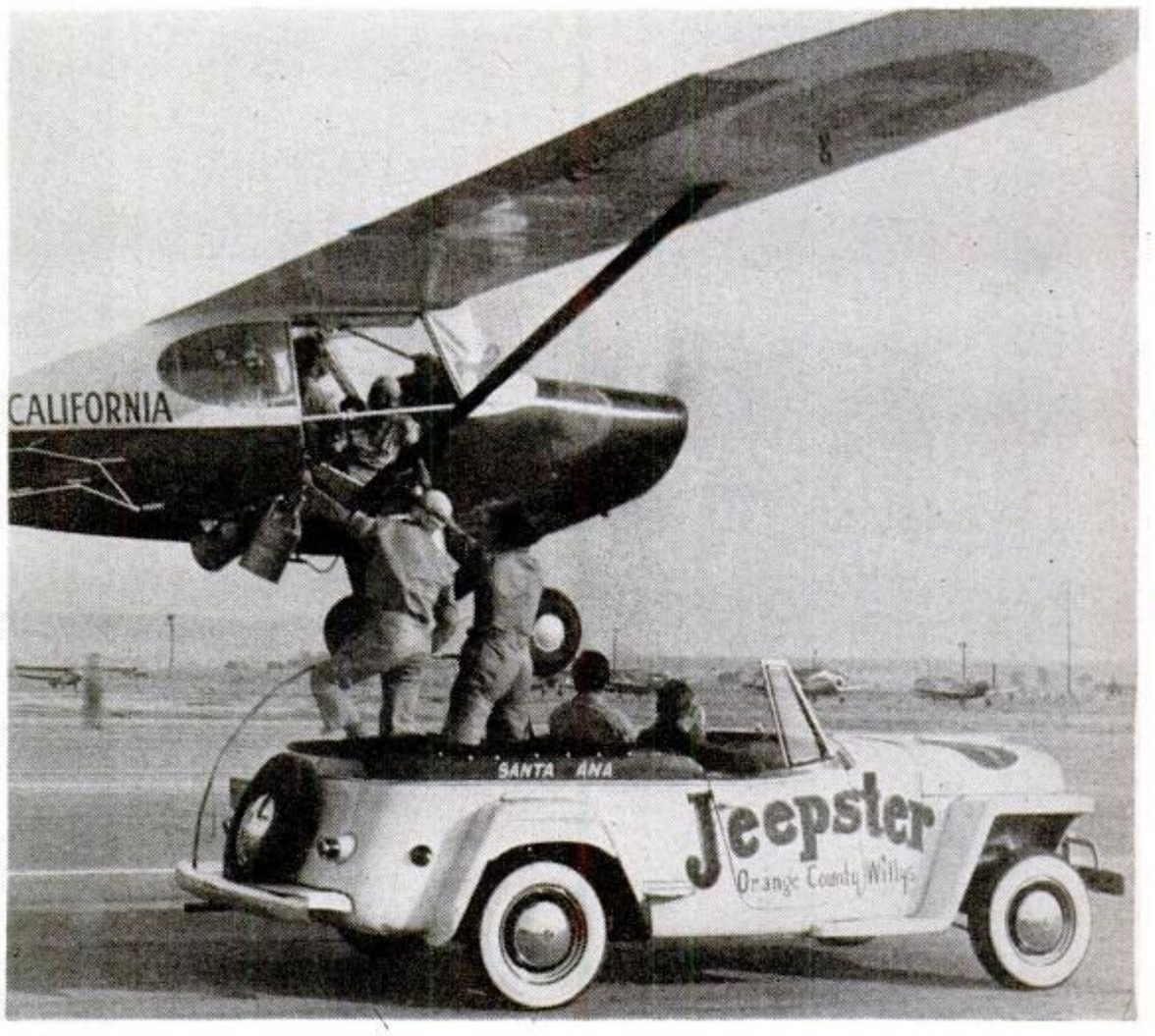
PARACHUTING FROM GOLDEN GATE BRIDGE in San Francisco, Robert Niles starts his 243-foot descent to the bay. He landed without injury and was soon rescued, but was immediately arrested for disturbing the peace and committing a public nuisance.



IN A CALIFORNIA COURTROOM Judge Stanley Moffatt listens to the case of Mrs. Martha Green, who is charged with cruelty in keeping, as a curiosity, a decapitated rooster which she bought to eat more than three weeks ago but which has since refused to die.

MAN HAS A MERRY WEEK

The earthquake and eclipse get the back of his hand as he sets out to call a little attention to himself



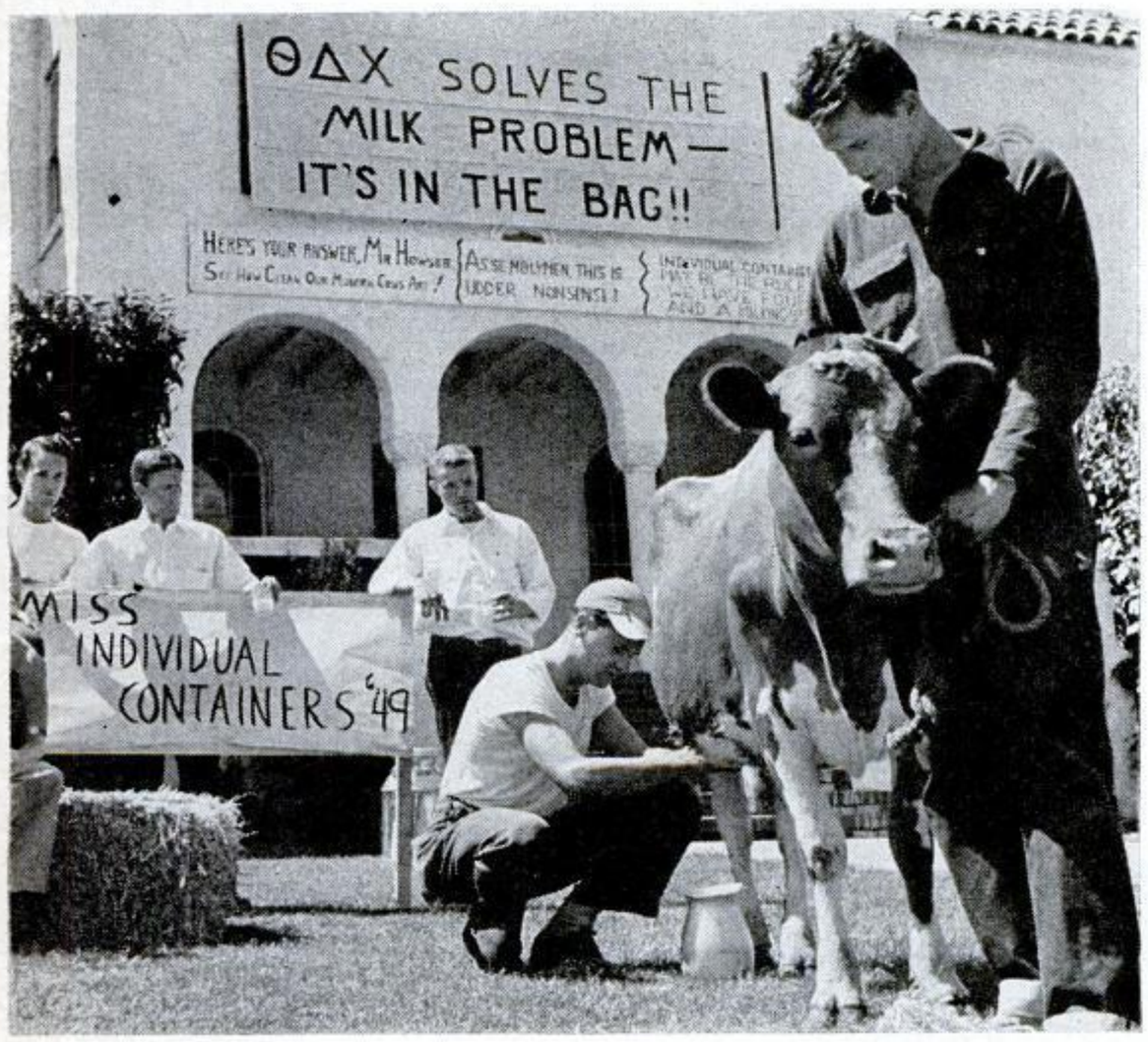
A JOURNEY TO NOWHERE resulted on April 14 in a new record for sustained flight —727 hours—by Dick Riedel and Bill Barris. Above, they refuel from a Jeepster at Santa Ana, Calif. Not content with record, they kept flying in the hope of reaching 1,000 hours.

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IN A JAIL IN BERLIN Executioner Gustav Voelpel insisted on posing in his headsman's mask after being arrested for robbery. Voelpel has chopped off 30 heads since the end of the war, but says, "At a thousand marks a head, I can hardly make ends meet."

In the week of ponderous phenomena, when the earth shook and the moon was darkened, when tornadoes and unseasonable snowstorms visited the land, man, the noblest of all the animals, felt constrained to call a little attention to himself and his works. The display was startling and it involved many props: chickens, airplanes, parachutes and cows. It was widespread, all the way from London to Los Angeles. It got a lot of headlines. Man was right in there beating his chest, and he wanted it remembered that even if this was the time of the earthquake and the moon's eclipse, it was also the period in which man succeeded in balancing himself on a billiard cue on a rooftop while he tootled a clarinet.



A COW ON THE CAMPUS at Stanford in California is used by students to mock the state law which holds that milk must be served in individual containers in fraternity houses. "Udder Nonsense," they said, "the animal is an individual and contains milk."



ON A ROOFTOP IN LONDON, dangerously near the edge, a 36-year-old Dutch entertainer named Piet Van Brechts balances on his spine on the small end of a billiard cue and plays his clarinet in an effort to whip up some publicity for his vaudeville act.

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HAROLD THOMAS' NEIGHBORS LINE UP THEIR TRACTORS BEFORE THE PLOWING. THEY USED 420 GALLONS OF GASOLINE THAT WERE DONATED BY A LOCAL DEALER

GOOD NEIGHBORS

Seventy Illinois farmers gather with their tractors to plow a sick friend's land

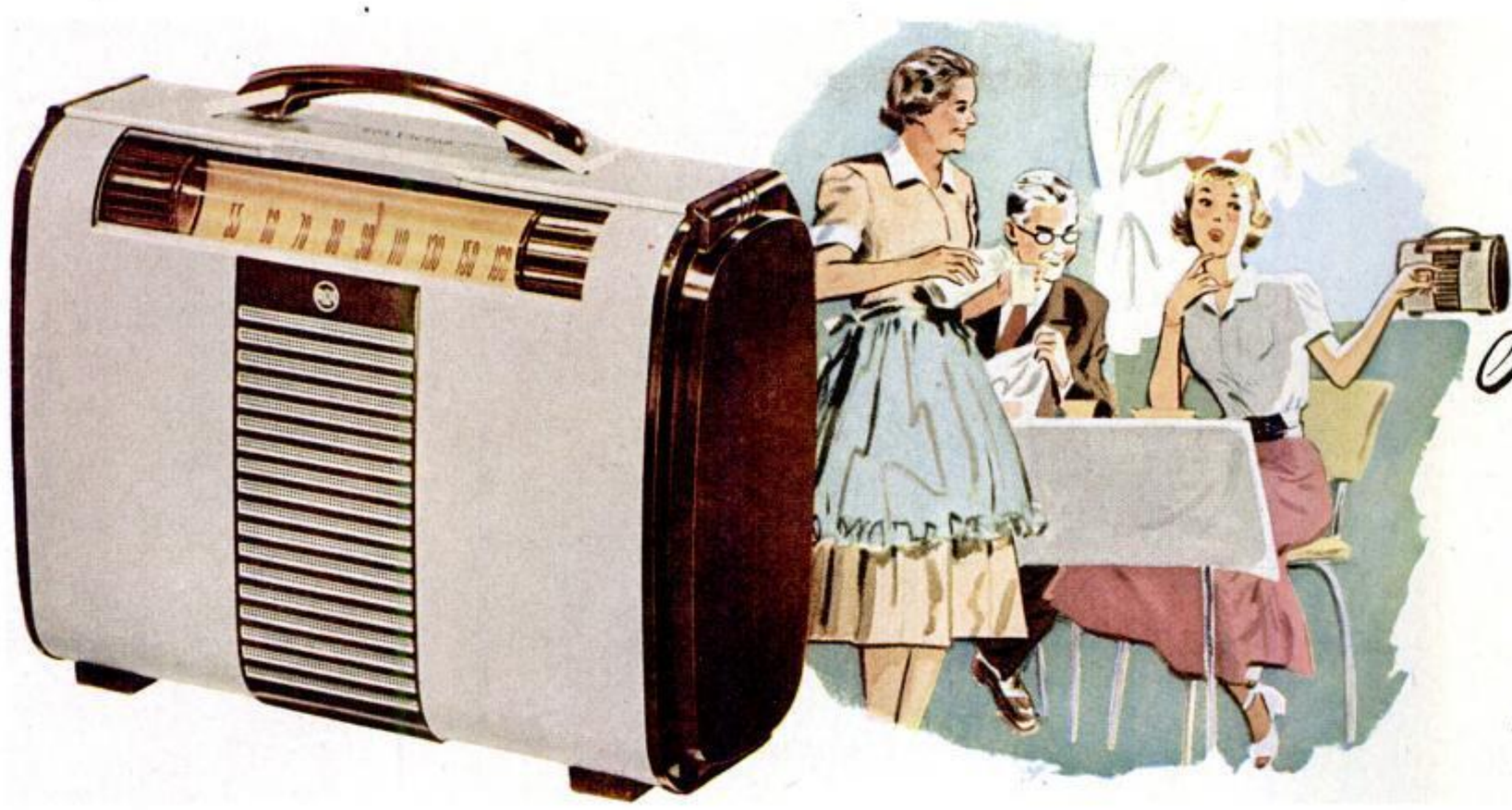


As the time wore on for spring plowing and planting, the farmers around Emery, Ill. began to worry about 37-year-old Harold Thomas and his family of four children. Harold had been sick ever since last fall and he was still too ill to get out and work in the fields. His farm had not yet been plowed.

Then two of Harold's neighbors had a generous idea. A telephone conference was held over the party line. By 6 a.m. April 13 the air around Harold's farm roared with the noise of 70 tractors, assembled to plow his land (*above*). Taking off in pairs, Harold's good neighbors plowed and harrowed 150 acres in three hours (*below*). One farmer looked behind his tractor and yelled, "It looks like the whole earth is turning over at once." Sitting in his chair by the window (*right*), Harold looked out at the heart-warming scene. "It makes you feel kind of good," he said, "and kind of lazy, too."

THE NEIGHBORS' PLOWS QUICKLY TURN UP THOMAS' LAND. STILL IN THE MOOD WHEN FINISHED, THEY WENT ON TO PLOW LAND OF TWO OTHER SICK FRIENDS

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Morning

From breakfast to bedtime, set your day to music with RCA Victor's "pick of the portables." For *extra* range and power, pick the "Globe Trotter" in its lightweight, *weatherized* aluminum case. Play it on AC, DC or battery, indoors or out, wherever you go or stay. **RCA Victor 8BX6.**

All 'Round the Clock

have a better time with a portable



THE "GOLDEN THROAT"

Only RCA Victor instruments have this precisely balanced 3-Way Tone System. It's the finest in RCA Victor history.



Noon

Anywhere under the sun, your RCA Victor "Personal" can go with you! It's pocket-size—just 6¼ inches high—but it plays with room-size volume, exceptional tone . . . plays *instantly*, the second you open it. Choose yours in red, black, brown or ivory lizard-grain plastic—make it your 'round-the-clock musical companion! **RCA Victor 8B43.**





Night

Most popular part of the outing—that's you and your RCA Victor portable! This newest beauty is less than one foot long, lightweight, in plastic with a simulated leather saddle. Has the "Golden Throat," plays on AC, DC or battery. **RCA Victor 9BX5.**

See all three at your RCA Victor dealer's —and take your pick of the portables.

Always buy RCA batteries. They're radio-engineered for longer life.

RCA VICTOR

"HIS MASTER'S VOICE"

WORLD LEADER IN RADIO . . . FIRST IN TELEVISION

DIVISION OF RADIO CORPORATION OF AMERICA

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Just your style!



the

Its distinctive styling goes far beyond just pleasing the eye. Here's design that flows naturally from advanced engineering . . . to fit form to function . . . to offer you a great New Plymouth that, inside and out, is better in every way!

BEAUTY WITH REASON

That sweeping, new low silhouette is something to see. And this is beauty with a reason. It helps give you a car that's easier to use in all ways. Easy to start — easy to stop — easy to drive—easy to put in the garage — easy to park — easy to service — easy to see out of — easy to get in and out of.

BEAUTY FOR COMFORT

The beautiful new interior styling is even better than it looks. Chair-height seats are wider, deeper from front to back. There's plenty of room for long legs and high hats. Windows lift and lower easier. Diagonally mounted rear shock absorbers give added stability to the famous Air Pillow Ride!

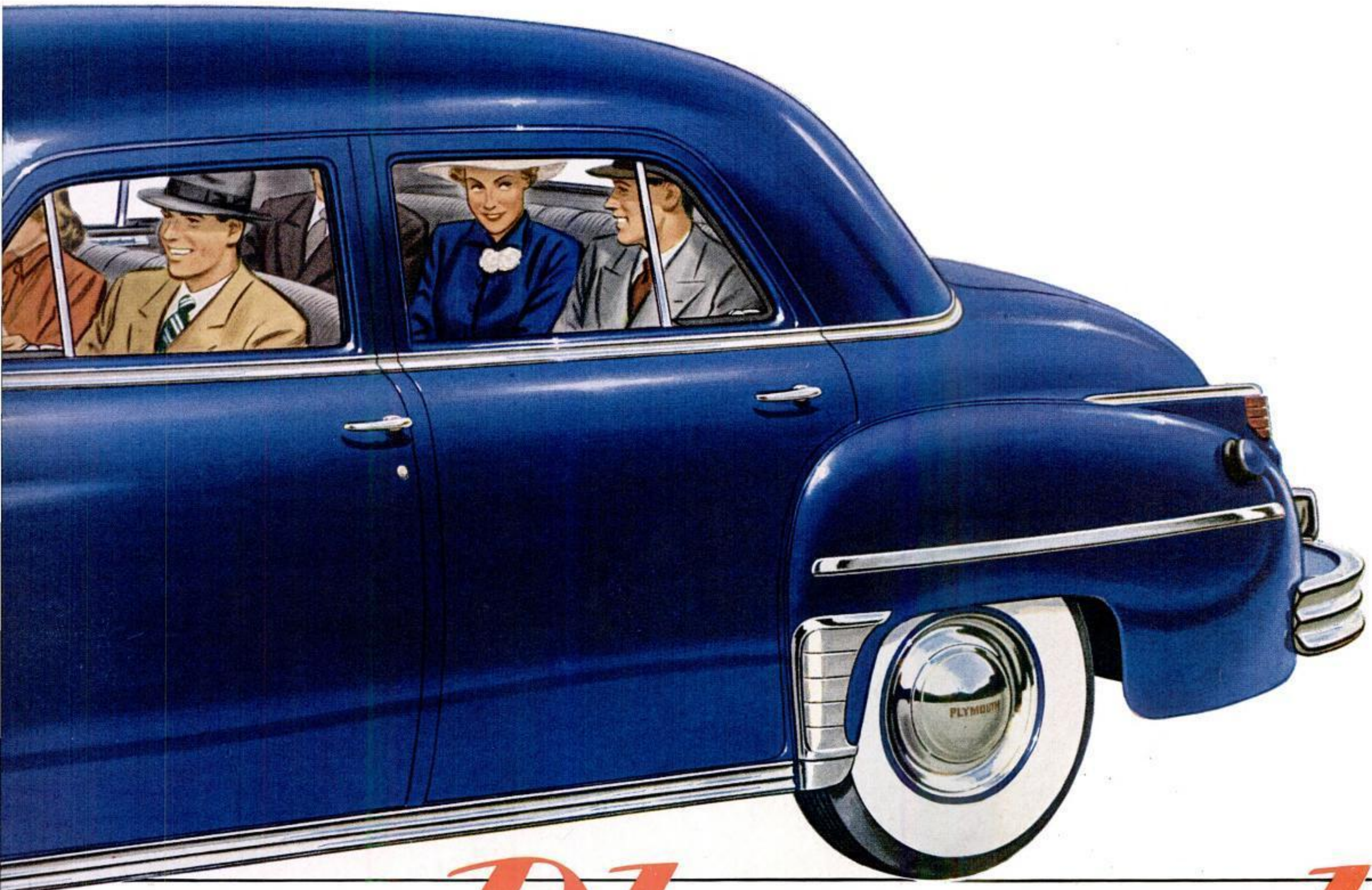
BEAUTY FOR CONVENIENCE

There's no starter button or pedal in the New Plymouth. You just turn the ignition key —and the engine starts! The handsome new instrument panel has everything where you want it. Fenders flow into the body but they're separate and detachable—and it doesn't cost a fortune to repair them!

BEAUTY FOR SAFETY

The increased glass area is nice to look at from the outside. But it's there to **look out** of from the inside. Both windshield and rear window are larger. The entire car is designed to give the driver a clear, undistorted view of the road in all directions—day and night—rain or shine!

Copyrighted material



The Beautiful New Plymouth Special De Luxe 4-Door Sedan with Longer 118" Wheelbase

great new Plymouth

FOR MORE SAFETY

New body construction makes the New Plymouth a sturdier, safer car. Frame and body are 23% more rigid. The New Plymouth has a lower center of gravity. It hugs the road better. And this car handles with such amazing ease that you can drive it for many hours and still feel fresh.

BEAUTY FOR PERFORMANCE

Under the curving new low hood of the New Plymouth there's a livelier, more powerful, more efficient engine. This is the result of a newly designed cylinder head, increased compression ratio and a new intake manifold. New chrome compression ring gives even longer engine life

BEAUTY FOR VALUE

To see how new car beauty helps make a better new car—see your Plymouth dealer now! You'll find that this great Plymouth—more than any of the great Plymouths before it—is the low-priced car most like high-priced cars—the greatest dollar-for-dollar car value your money can buy!

NOW there's more difference than ever in low-priced cars—and the great New Plymouth makes the difference. See this new car at your Plymouth dealer's now.

PLYMOUTH BUILDS GREAT CARS

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

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A Manhattan practically labels itself . . .

. . . when you make it with Paul Jones. Each sip clearly says—"Here's the whiskey that's first of all for flavor." You'll add: "It's first of all for value, too!"



Paul Jones

FIRST OF ALL . . . FOR FLAVOR!

FINE BLENDED WHISKEY. 86 Proof. 72½% grain neutral spirits. Frankfort Distillers Corp., New York.

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BRITISH CORPORAL JOHN HARP STANDS GUARD ON GROUNDS OF CHATEAU DE FOUGERES AT FONTAINEBLEAU, MILITARY NERVE CENTER OF WESTERN DEFENSE

MILITARY UNION

It is practiced at Fontainebleau by soldiers, sailors and airmen

Thirteen months have passed since Britain, the Netherlands, France, Belgium and Luxembourg sealed their friendship with the Brussels pact. Six months have passed since they united their military commands in the joint system provided in principle by the Treaty of Brussels. Some of the results of this military union—the genesis of a larger union soon to be attempted under the North Atlantic Treaty—are to be seen at Fontainebleau, the French town (pop. 17,000) where Napoleon bade farewell to his troops in 1814. Here Field Marshal Viscount Montgomery of Alamein (*p. 46*) makes his headquarters when he is on the Continent. There also enlisted men and women and working officers of all ranks are learning what military union means in practice (*pp. 46, 48*). They and the U.S. officers who sit with them as observers have far to go, but already the old château at Fontainebleau (*above*) houses the nearest thing to real "Western Union" that Europe has yet seen.

CONTINUED ON NEXT PAGE

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PALL MALL'S greater length filters the smoke on the way to your throat



● Discover for yourself why so many of your friends have changed to the *longer*, *finer* cigarette—PALL MALL. Its greater length of traditionally fine, mellow tobaccos serves as a longer, natural filter to screen and cool the smoke on the way to your throat—yes, filters the smoke and makes it mild.

Thus PALL MALL gives you a *smoothness*, *mildness* and *satisfaction* no other cigarette offers you. Enjoy the *longer*, *finer* cigarette in the distinguished red package—

PALL MALL Famous Cigarettes—
good to look at, *good* to feel, *good* to taste, and *good* to smoke.





FRANCE'S DE TASSIGNY (LEFT) SERVES UNDER BRITAIN'S MONTGOMERY

TWO NATIONS SHARE COMMANDS

Creating Fontainebleau's command chart required more diplomacy than soldiers usually summon in peacetime. The generals of France doubted British officers would fight hard to hold anything except the British Isles. The British feared Western military secrets would leak to the Soviets through French Reds. But doubts gave way to concern for mutual security. The French, providing the largest ground forces and building a new army (*below*), accepted Montgomery as chairman of the command ("Unilion") and British Air Marshal Sir James Robb as chief of air. In return, Navy-proud Britain gave the top (and nominal) naval assignment to French Vice Admiral Robert Jaujard, and command of land forces to French General Jean de Lattre de Tassigny (*above*). In Washington last week both arms supply and the names of possible U.S. commanders in Atlantic military union were being discussed. The likeliest candidate for over-all command: Dwight D. Eisenhower.



OFFICER CANDIDATES of the new French army race over the obstacle course at Strasbourg. There are 50 training camps in France and her colonies.

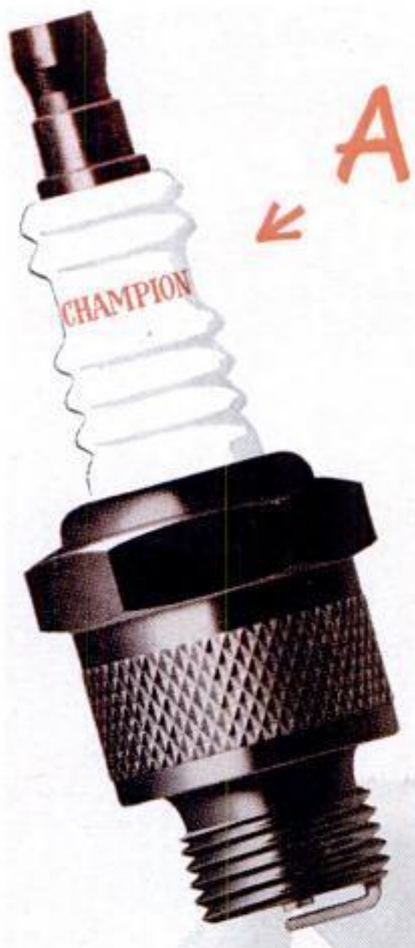
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DEPENDABLE

CHAMPION

SPARK PLUGS



America's Favorite!

"It's Spring—Let's go" is the friendly reminder you'll see at gas stations and service garages everywhere . . . a friendly reminder to you that your winter-weary spark plugs should be checked and cleaned . . . may even need replacement. Spark plugs are vitally important to every phase of performance of your car at all times, and a new set of Champions represents the ultimate in quality, value, performance and dependability. That's why engine experts, like most racing champions, will use no others . . . why they are America's Favorites.

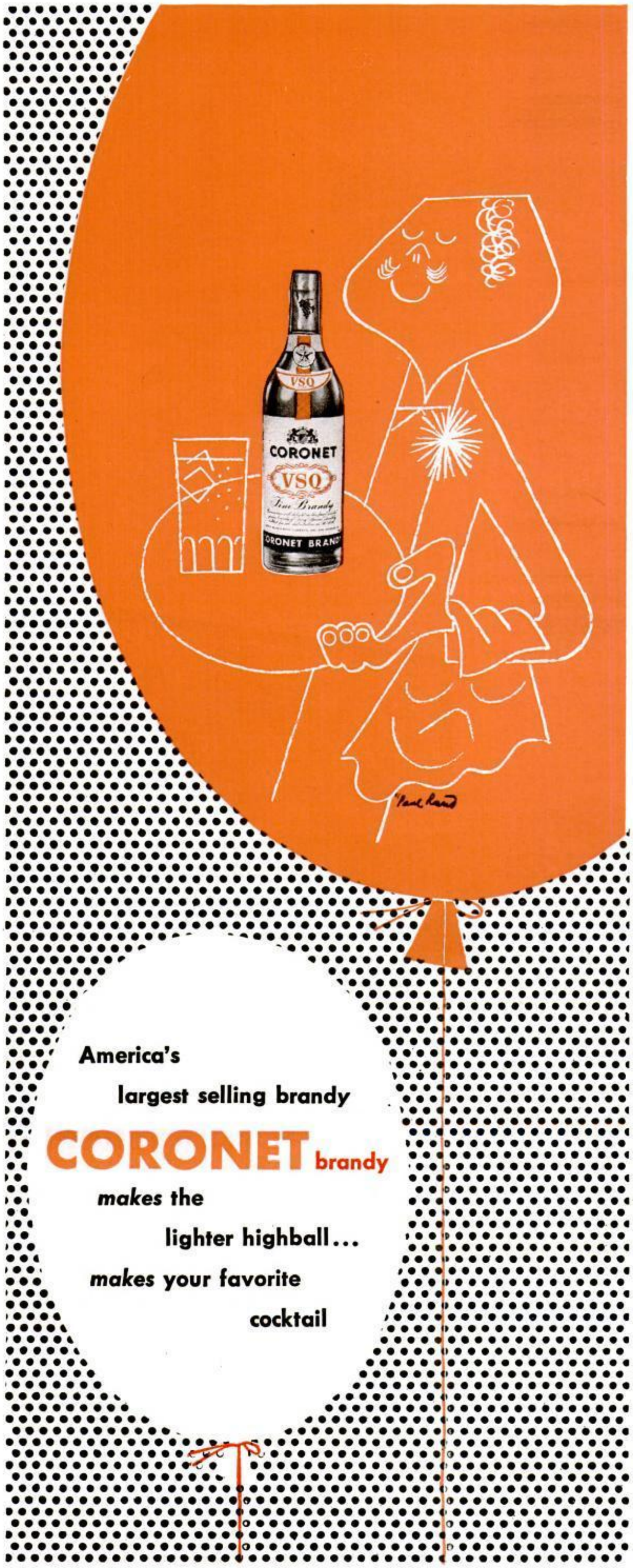


FOLLOW THE EXPERTS

DEMAND DEPENDABLE CHAMPIONS FOR YOUR CAR

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

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California grape brandy 84 proof. Brandy Distillers Corp., New York City.

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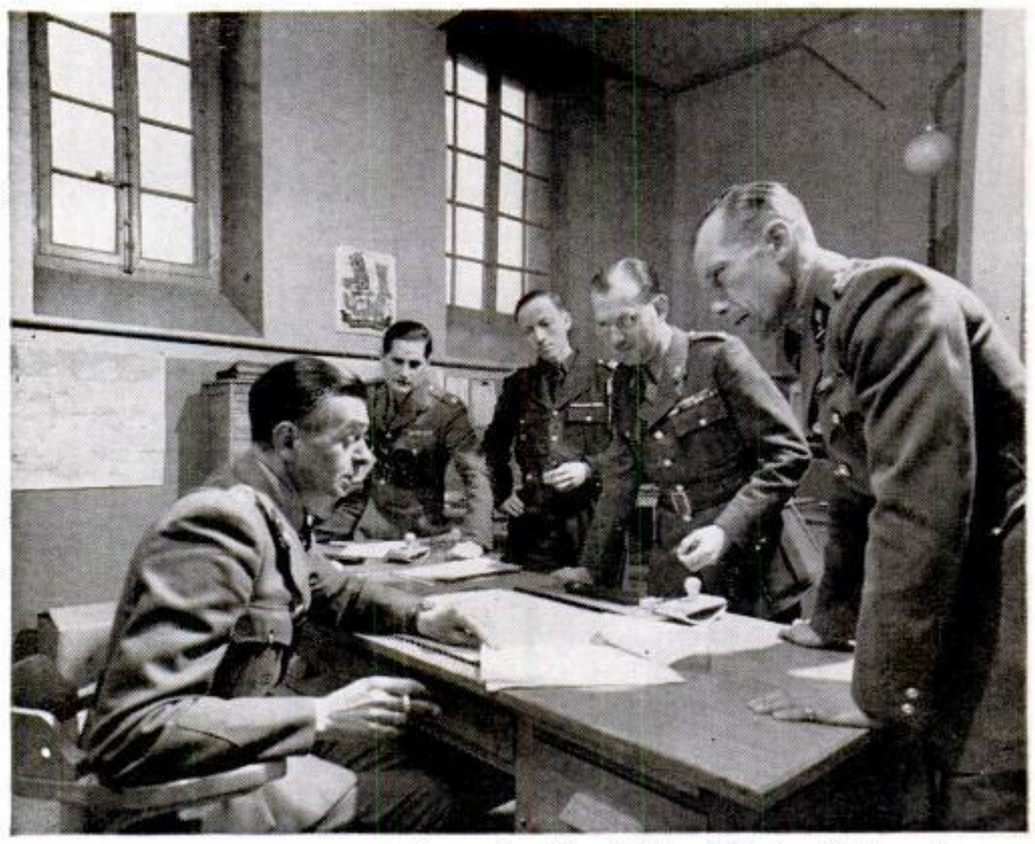
Military Union CONTINUED



THE SEA COMMAND, known as "Unimer," meets in routine conference in rooms of Cour Henri-Quatre. Here British, Dutch and French sea dogs confer.



THE AIR COMMAND, called "Uniair," debates disputed principles of co-operation with the ground officers. British, French disagree on this subject.



THE LAND COMMAND is formally identified as "Uniter." Here the representatives of all five Brussels powers discuss problems of the ground armies.

CONTINUED ON PAGE 51

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Spring...

time to



Change

See your Texaco Dealer for a Spring Check-Up

HE'LL drain and flush radiator, check spark plugs, battery, tires . . . make complete under-car inspection. He'll fill your crankcase with HAVOLINE, the modern motor oil that *cleans* as it lubricates. He'll lubricate the chassis with MARFAK, Texaco's tough, long-lasting lubricant . . . to give you that "cushiony" feeling as you drive. He'll protect gears with proper Texaco Spring grade lubricants. And he'll fill your tank with Texaco SKY CHIEF gasoline, the luxury motor fuel . . . or with Texaco FIRE-CHIEF, the emergency power gasoline that sells at *regular* prices. Drive in and see your Texaco Dealer, *the best friend your car ever had.*



THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada

TUNE IN... **TEXACO STAR THEATER every Wednesday night starring Milton Berle. See newspaper for time and station.**

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"I was in a STEW"



"It's a pretty important thing to a bride—her in-laws' first visit. But the hit I made with Post-Tens cereal assortment for breakfast ended my good-impression worries. Bill's little sister just loves having a choice of 7 different cereals every morning. And Bill's Dad can help himself to his particular favorites—*keep-fit* Bran Flakes and crispy Grape-Nuts—as often as he pleases. Yes, Post-Tens put me in solid with the whole family. That's how they discovered Post's Toasties—the *better* corn flakes!"



7 CEREAL FAVORITES
10 INDIVIDUAL PACKAGES

3 Post's Toasties
2 Grape-Nuts Flakes
1 40% Bran Flakes
1 Grape-Nuts
1 Raisin Bran
1 Rice Toasties
1 Nabisco Shredded Wheat

We've learned how much BETTER corn flakes can be.
POST-TOASTING Makes the Difference—taste 'em and see!



TASTE-TESTS across the country show time after time that there's a real difference in corn flakes. These tests also show that more and more people prefer Post's Toasties to any other corn flakes. Yes, they agree: Post's Toasties top 'em all. That's the difference Post-Toasting makes!

POST-TOASTING is that special process that toasts sweet golden corn right up to its absolute peak of goodness. Then the new improved Fresh-Protector package *keeps* those delicate, thinner flakes just the way you like them—so crisp, so grand! So be sure to ask your grocer for taste-tempting Post's Toasties in the large, economy-size package—today!

Products of General Foods

Don't say "Corn Flakes" Say POST'S TOASTIES—the BETTER Corn Flakes

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COMMUNICATIONS CENTER has French, British soldiers wearing earphones as Belgian looks on. In background Frenchman and Belgian study map.

THE ALLIES GET ACQUAINTED

The establishment of the Combined Allied Command in Fontainebleau has made this historic French town into a sort of international settlement. The top-level headquarters is in the Château de Fougères, where even the transmission room (*above*) is jointly staffed. The air, sea and land commands are in another château, Cour Henri-Quatre, which was built in the 17th Century. In housing the 100-odd officers and the 300 men needed to run the new "SHAEF," an effort has been made to avoid language difficulties. Thus the French and the Belgians share accommodations, and the Dutch have been placed with the British because most Netherlanders speak English. These artificial divisions are not maintained in leisure hours, when all of the staff like to wander in the famed woods, or inspect the rooms which once served the French kings as summer residences or gaze sentimentally at the luxurious bed of Marie Antoinette. And any sunny day is likely to produce a three-nation picnic in the quadrangle of Cour Henri-Quatre (*below*).



PICNIC CENTER for this attractive Dutch girl corporal, French sailor and British soldier is the quadrangle of the peak-roofed Cour Henri-Quatre palace.

Old Quaker
THE BOURBON OF FOND MEMORIES
EMBLEM OF EXCELLENCE FOR OVER 70 YEARS
Old Quaker
STRAIGHT BOURBON WHISKEY
STRAIGHT
BOURBON WHISKEY
EVERY DROP 6 YEARS OLD
MELLOW WITH AGE
Old Quaker...the heirloom whiskey
for connoisseurs
Old Quaker
Bottled at the Distillery
Old Quaker
Straight Bourbon Whiskey
SIX YEARS OLD
THIS WHISKEY IS 6 YEARS OLD 86 PROOF.
THE STRAIGHT WHISKEY DISTILLING COMPANY OF AMERICA INC., NEW YORK, N.Y.

Copyrighted material

MECHANICAL MINING MACHINE BURROWS THROUGH 10-FOOT-THICK WALL OF COAL (SHOWN IN THE CENTER OF THE PICTURE) AND CREEPS SLOWLY FORWARD. ITS HEAD



CHEWING THROUGH A COAL SEAM, the machine's cutting head swings up and down and from side to side like the head of a gigantic reptile. The head is armed with whirling steel teeth (*right*) which gouge coal from the walls and send it back along a moving conveyor to a rubber-tired electric mine car waiting at the end of the machine's tail.

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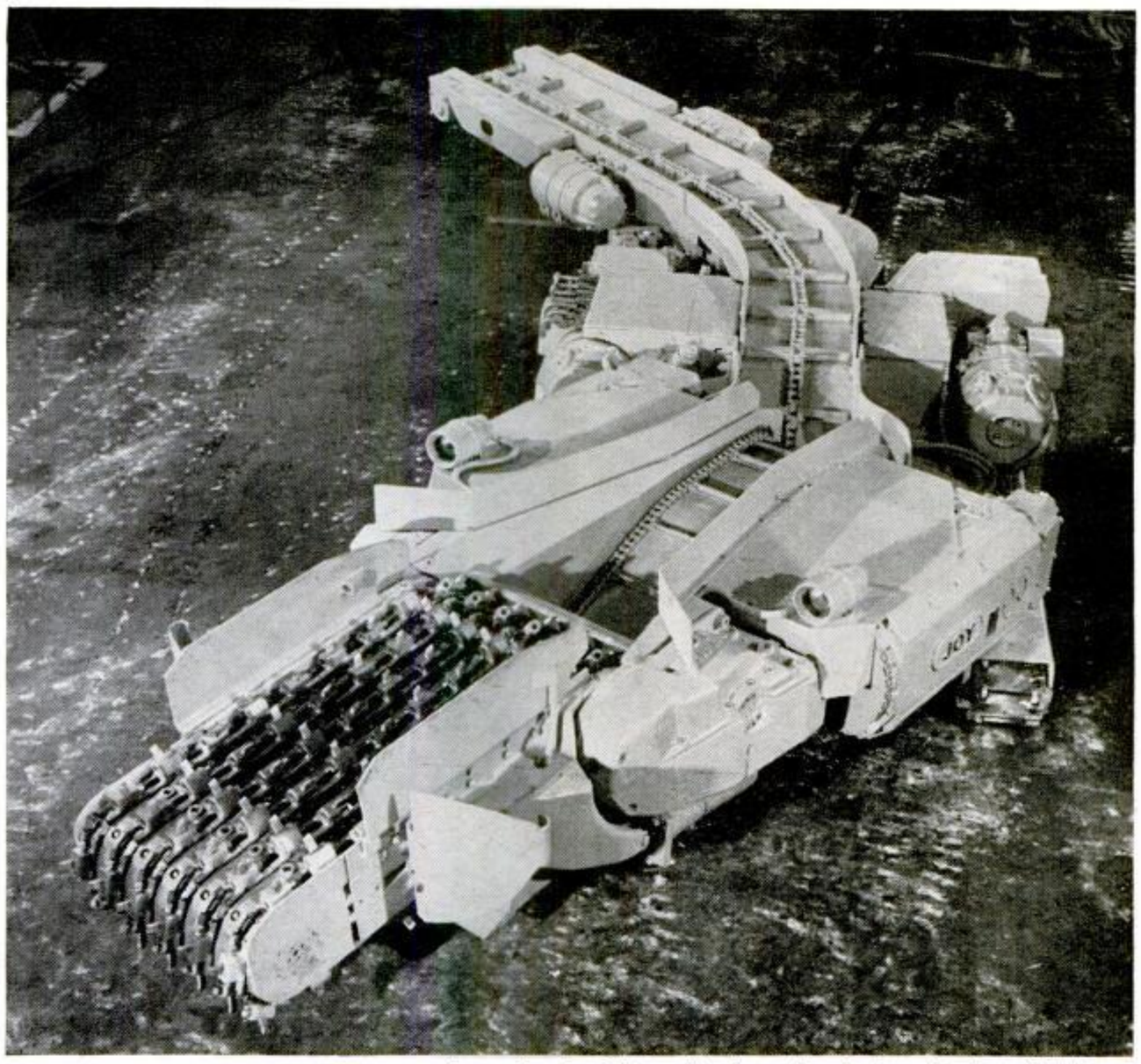
PROJECTS THROUGH A NARROW OPENING INTO CHAMBER AT RIGHT WHILE ITS TAIL, EXTENDING BACK THROUGH THE WALL, POURS COAL INTO A LOADING CAR (LEFT)

MECHANICAL MINER

Mole-like machine burrows into solid coal, can dig out more than two tons per minute

The metal monster shown on these pages is the realization of a 60-year-old dream. It is a mechanical mining machine which burrows through the earth like a gargantuan mole, chewing its way through seams of solid coal and passing the broken bits back along its squat, flexible body (*right*) at the fantastic rate of two tons per minute. The new machine can eliminate completely the three hazardous and costly steps which are now essential to all standard mining procedure: cutting, drilling and blasting. These separate operations, which require special equipment and inordinate amounts of labor, are replaced by a single, continuous and almost automatic process.

Ever since the first mechanization of the coal industry, men have tried to find a practical method of continuous mining which would get coal from the seams to the loading cars in one uninterrupted operation. The mechanical miner, produced early this year by the Joy Manufacturing Company, was the first machine to prove itself in commercial operation. Last month, in a mine at Fairmont, W. Va., this mechanical mole and its four-man crew outproduced a 16-man team working with standard equipment. The machine, it appeared, might do for mining what the harvester has done for agriculture. Certainly it will force a good many men out of the mines. But generally the miners welcome this advance in mechanization, for the jobs it will eliminate are dangerous jobs, and the profits it will bring may be reflected in their own pay.



PORTRAIT OF THE MACHINE shows the flexibility of its long, low body, which enables it to turn sharp corners as it burrows underground. Power is supplied by a pair of 7½ hp electric motors.

CONTINUED ON NEXT PAGE

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Advertisement



JACK, JILL & JUDY—NOT DULL—As some students may be whose schoolday is all work and no play... Liquid-Bite between-meals can make big difference.

10-2 & 4 O'CLOCK PEPPER-UPPER

Researchers Prove Time Out for Quick Lift Pays

To feel peppier, more alert and efficient, eat six times a day; not more calories, but calories more often. Noted diet researchers proved that workers who got between-meal "snacks" outproduced rivals who got none by as much as 10 per cent. "The soft drink, Dr. Pepper," claim the makers, "fits the snack need like a glove. Its ounce of liquid sugar is greedily and promptly absorbed by the blood stream, so the 'lift' is jiffy quick. It's an emergency ration, not a heavy meal, and so is completely consumed, normally leaving no surplus fat."

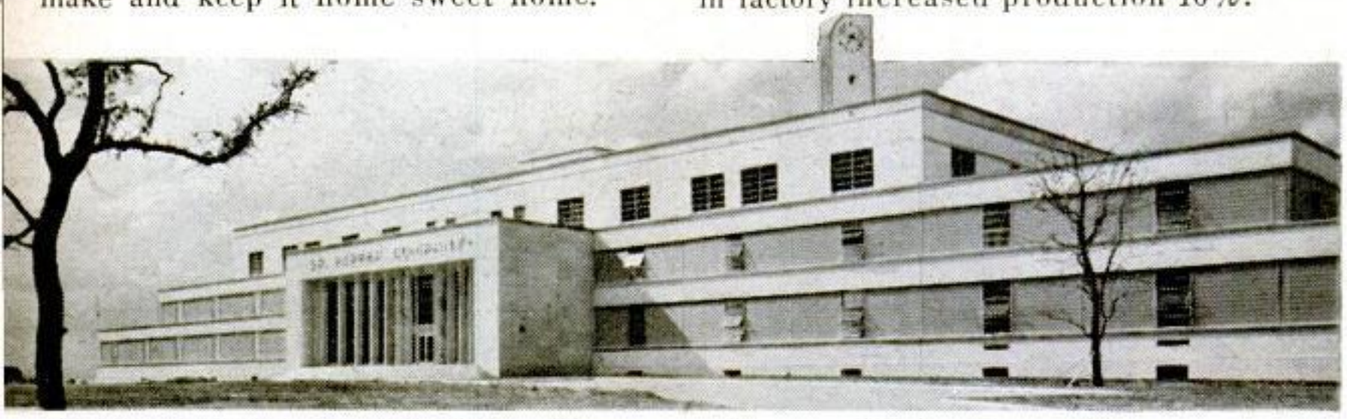
Dr. Pepper, originated in Waco, in 1885. For years its makers have urged: "Drink a bite to eat at 10, 2 and 4 or any time you're hungry, thirsty or tired." The idea caught on. Nowadays Dr. Pepper is "regulation" in the home ice box; in factories and stores, cooler and vendor service is akin to a public utility. The Dr. Pepper flavor is not derived from a single source; not a copy, but an original creation. "Snackers" find they can stick to it as a steady stand-by and never tire of the taste.



BOTTLED GOODIES—For the ice box to make and keep it home sweet home.

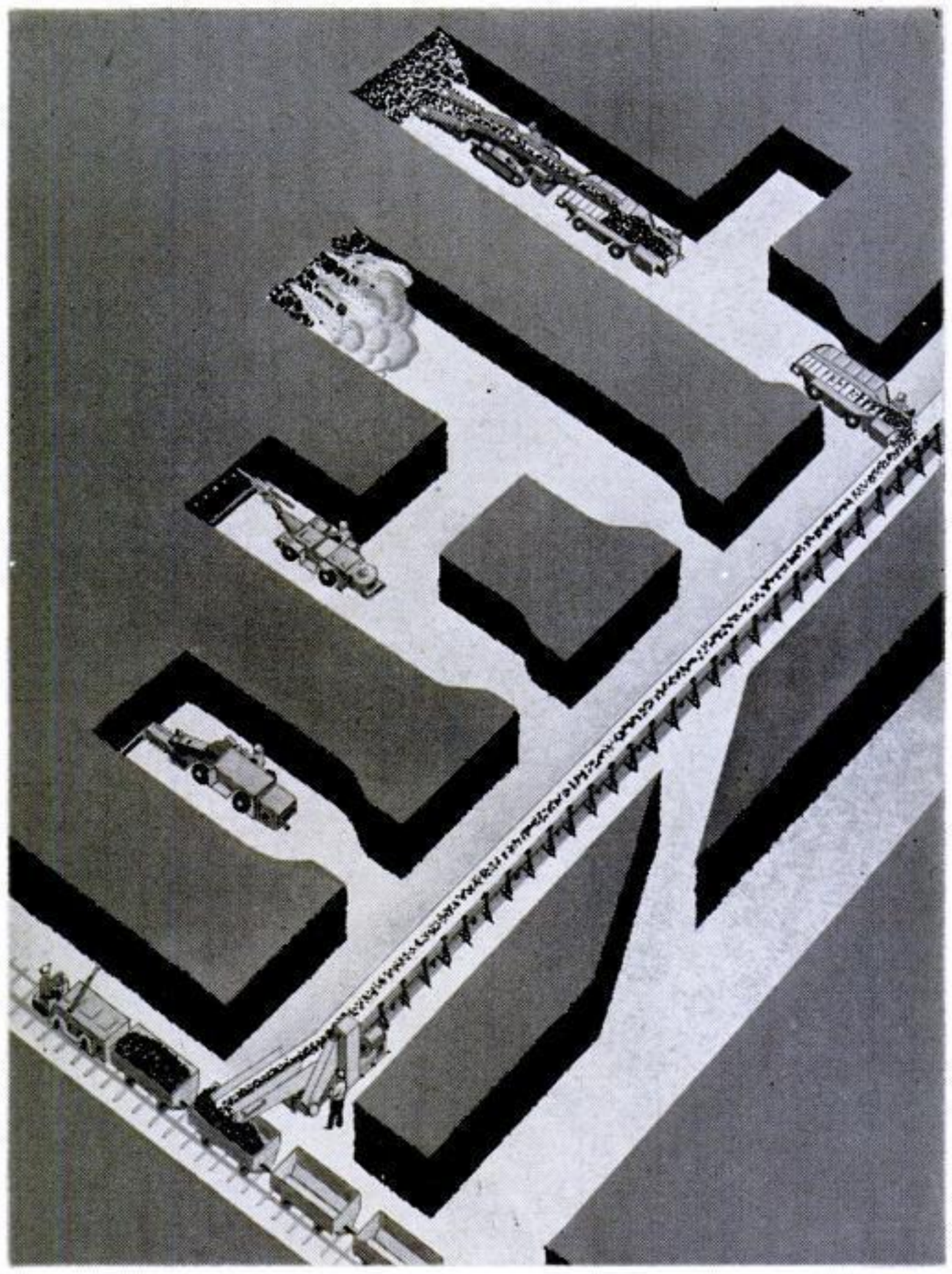


PRODUCTION MANAGER found Dr. Pepper in factory increased production 10%.

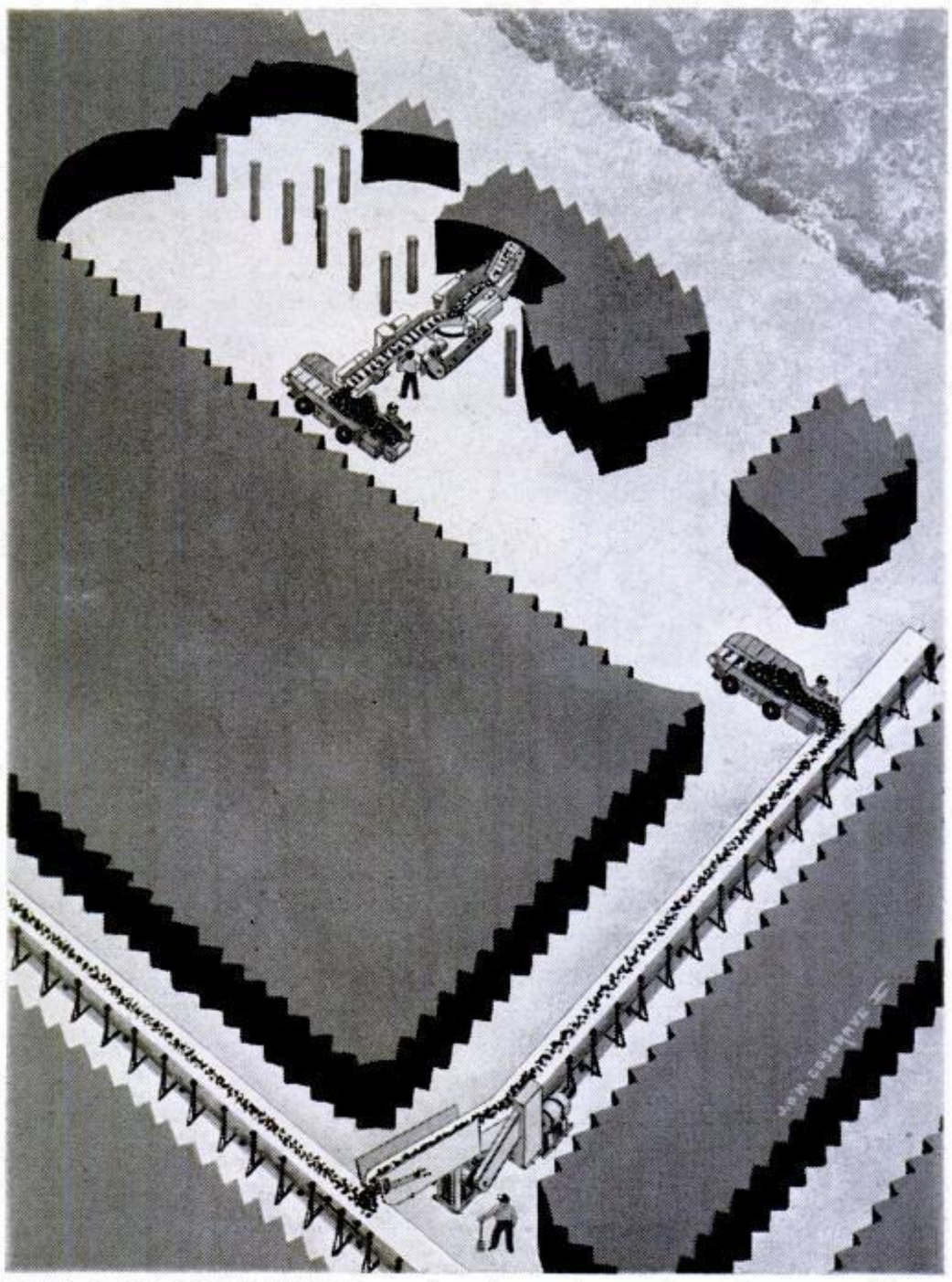


DR. PEPPER HEADQUARTERS—Dallas, Texas, recently occupied; has 9 acres floor space; spacious grounds; the last word in equipment for precise control of purity, quality and uniformity of Dr. Pepper flavoring syrup.

Mechanical Miner CONTINUED



STANDARD METHOD of mining involves undercutting, drilling, blasting and loading. In this type of mine tunnels are first cut parallel, with unworked coal between them. Then other tunnels are dug at right angles to get out most of the remaining coal, leaving only enough in place to support roof.



CONTINUOUS METHOD greatly reduces the number of men usually required and simplifies mine layout. Here machine has dug tunnel parallel to mined-out area (*upper right*) and is cutting away all but tiny sections of intervening wall. These sections, plus wooden posts, prevent roof from caving in.

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Samsonite... the luggage that goes farthest



for

your money!

Other uses of Velon Flex







See how *Velon* stretches your travel dollars. This handsome and long-wearing material covers Samsonite's luggage wardrobe for your whole family—at a price you might very well expect to pay for a single suitcase.

***Velon* goes far in beauty**—it comes in a wide variety of pastel shades or deep glowing colors. *Velon's* smooth, supple texture has a rich, expensive "feel."

***Velon* goes far in wear**—scuffs, bangs, rough handling, scratches, do not mar its smart, good looks. Dirt, grease, stains wipe off with a damp, soapy cloth. *Velon* is resistant to sun-fading, saltwater soaking, rapid temperature changes. Be sure to ask at luggage departments everywhere for Samsonite luggage covered with Firestone *Velon*—and enjoy carefree travel for years to come.

Other forms of Velon



A first quality material

©1949, FIRESTONE TIRE & RUBBER CO.

Firestone *Velon**

Guaranteed by Good Housekeeping

Listen to the Voice of Firestone Monday Evenings Over NBC

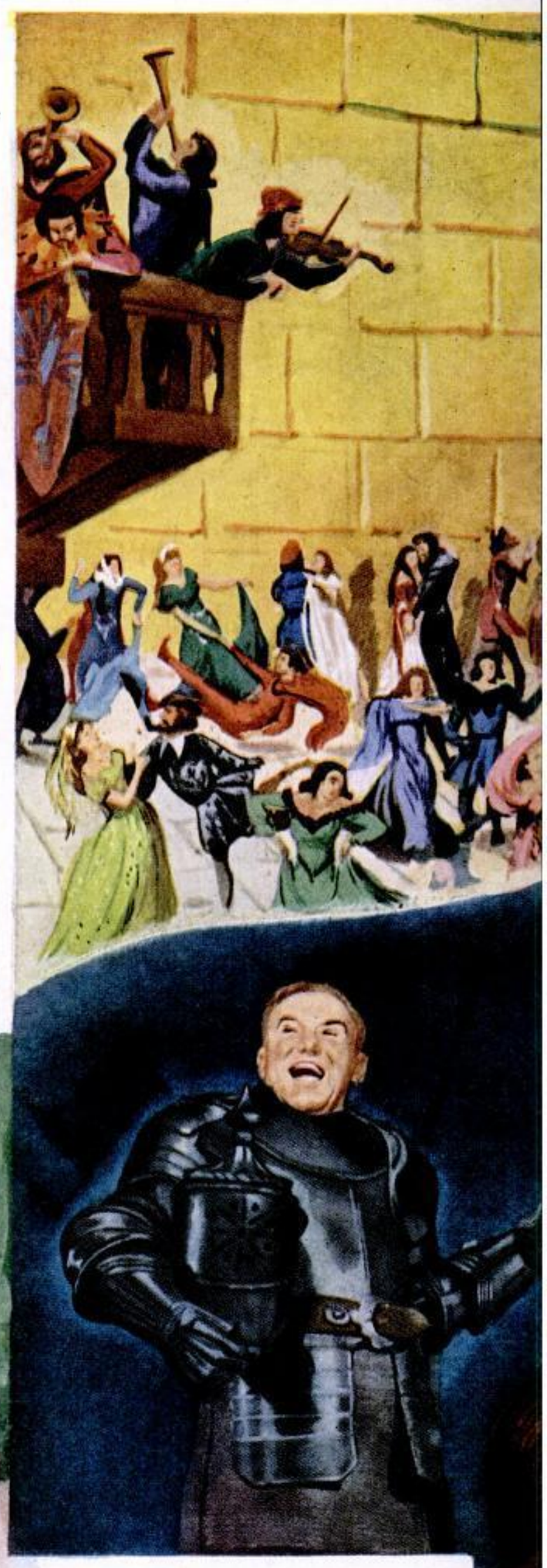
*TRADE MARK

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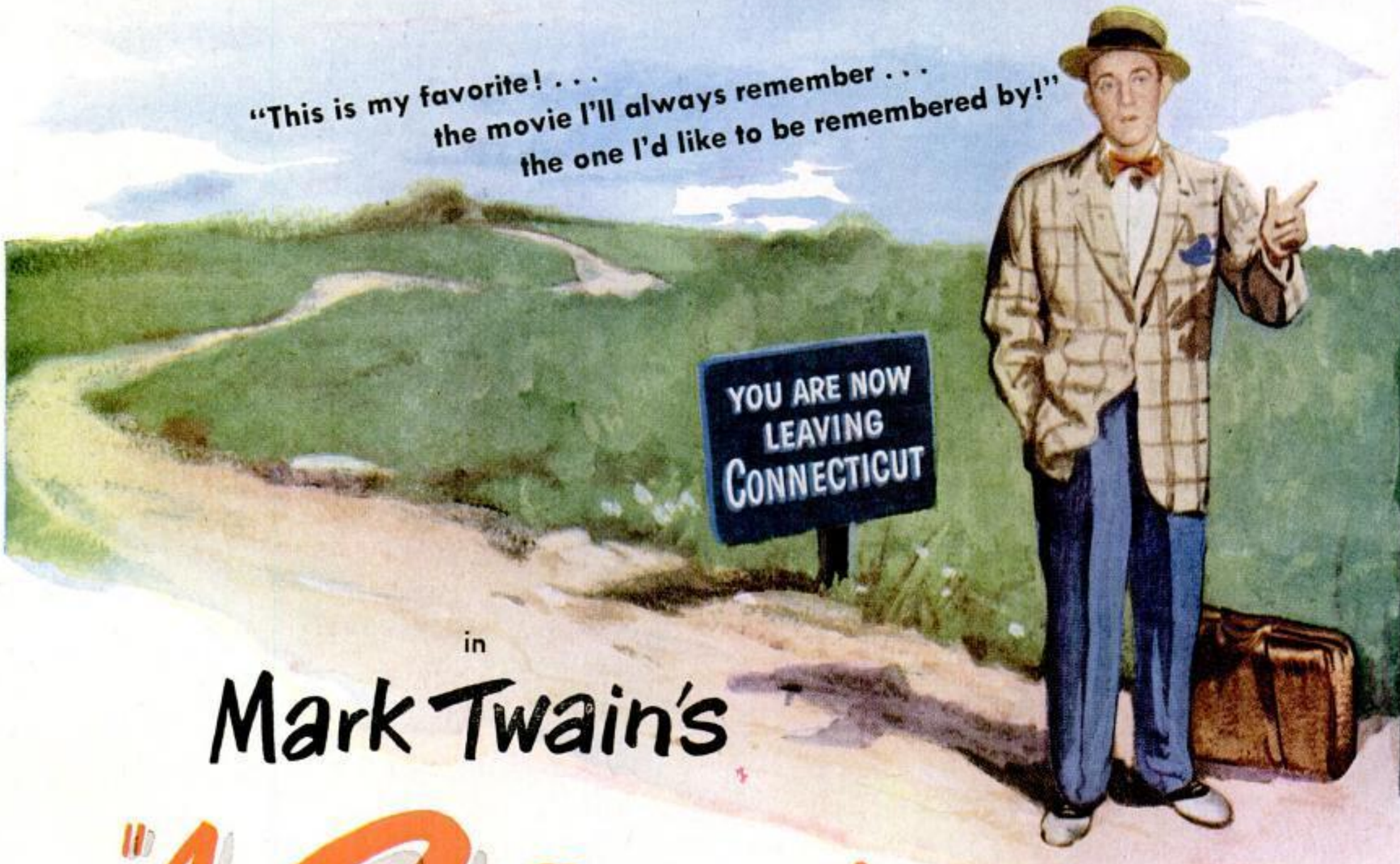
Paramount presents

BING CROSBY

Rhonda Fleming
William Bendix
Sir Cedric Hardwicke



"This is my favorite! . . .
the movie I'll always remember . . .
the one I'd like to be remembered by!"



in

Mark Twain's

"A CONNECTICUT YANKEE



with

Murvyn Vye · Virginia Field
Henry Wilcoxon

Produced by Robert Fellows

Directed by TAY GARNETT

Screenplay by Edmund Beloin

Copyrighted material

ROMANCE, STORY, SPECTACLE SUPREME . . . NEVER BEFORE EQUALED ON THE TECHNICOLOR SCREEN!

The most outstanding star of our time, in Mark Twain's classic of all time . . . to make your hearts beat faster . . . and faster . . . and faster with its sparkling treasure of entertainment pleasure!

"In King Arthur's Court"

Bing sings new Burke and Van Heusen hits!

"Once And For Always"
"If You Stub Your Toe On The Moon"
"When Is Sometime?" • "Busy Doing Nothing"

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IF IT'S FLAVOR YOU'RE HUNTING...

Hunt-for the best



PICTURE these Hamburger Quickies sizzling away in *your* kitchen...

Mmmmm! Get a whiff of the appetizing aroma. It's the meat juices blending with the rich tomato flavor of Hunt's Tomato Sauce. And—

Never did hamburgers taste so good! So, if you haven't already discovered the *Kettle-simmered* tomato sauce—HUNT'S—do try it right away!

Hunt's is *all* tomato—no starchy fillers. Yet it costs you only a few cents a can. About *half* the price of a can of soup.

Use this richer, smoother, extra-flavory tomato sauce to perk up low-cost recipes. Cook it into stews, meat loaf, spaghetti. Try it with fish, eggs, casserole dishes, leftovers.

If it's FLAVOR you're hunting... HUNT—for the best. Your grocer has it. For a few cents a can!





Hamburger Quickies

1 lb. chopped meat

1 can Hunt's Tomato Sauce

Season meat, form into hamburgers and brown on one side in hot fat. Turn them and pour Hunt's Tomato Sauce over all. Cook 8 to 10 minutes more, basting occasionally. Serve on hot toasted rolls... and watch the family gobble them up! Serves 4.

...and serve
HUNT'S HEAVENLY PEACHES
at down-to-earth prices!

Guaranteed by Good Housekeeping
REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

Hunt Foods, Inc., Los Angeles, California

Copyrighted material

TEN YEARS OF GOLDBERG SCRIPTS tower over creator, Gertrude Berg. A hotel owner's daughter, Mrs. Berg got ideas for *The Goldbergs* from grandmother, had terrible time convincing sponsors her show would not offend either Jews or non-Jews. She has always acted Molly in the show—and acts much like her in real life, too.



THE OPENING SCENE of every Goldberg show has Molly leaning out a window schmoosing with neighbors.

THE GOLDBERGS MARCH ON

A famous 17-year-old radio family is an immediate hit on television

For millions of Americans, listening to *The Goldbergs*, a warm-hearted radio serial about a Jewish family, has long been a happy ritual akin to slipping on a pair of comfortable old shoes which never seems to wear out. During its 17-year radio run (next to *Amos 'n' Andy* the longest in history) it was made into a comic strip, innumerable vaudeville skits, a successful Broadway play. In turn it made a millionaire out of its creator, writer and principal actress, 49-year-old Gertrude Berg. Off the air for two years, *The Goldbergs* has now been converted to television (WCBS-TV, Mon. 9:30 p.m. E.S.T.) and may go on forever.

The television show looks the way the radio show always sounded and already is rated among the three most popular TV shows on the east-Midwest circuit. Its action still revolves around desperate but minor family crises arising from Molly Goldberg's rash entanglements with such enterprises as pyramid clubs, reducing classes and the income tax. Plump, matronly Mrs. Berg still plays Molly with the same enthusiasm and the same celebrated Goldbergisms ("Enter, whoever!" and "If it's nobody, I'll call back") which furnish much of the show's durable charm. A classic in its field, *The Goldbergs* employs a basic formula so neatly suited to television that it may well be the forerunner of a whole rash of televised domestic daytime serials.

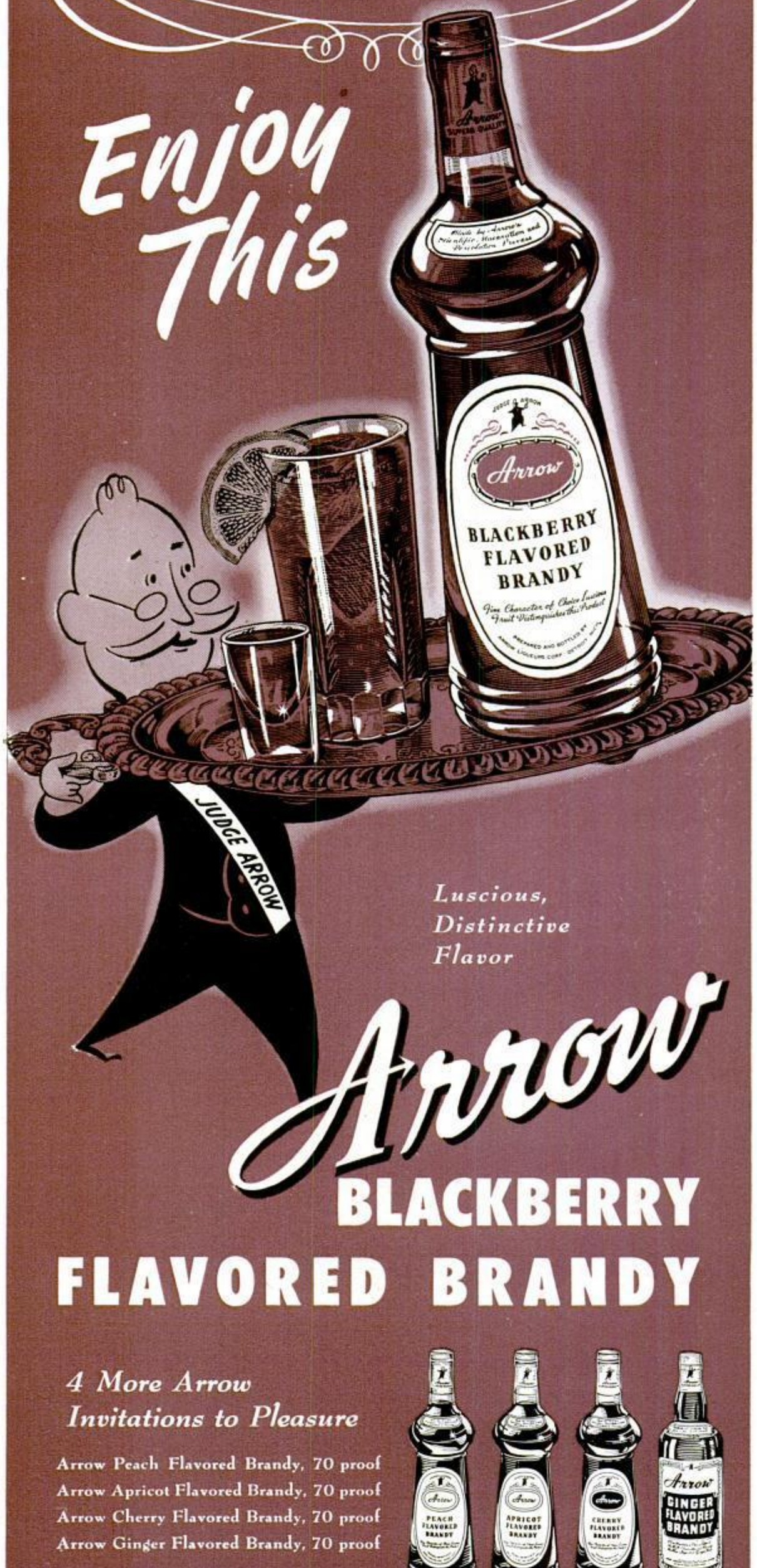
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*AMERICA'S BIGGEST SELLING LIQUEURS

* This statement based on the total sales of all brands and types of liqueurs in 17 representative states for the last complete calendar year. It is not meant to apply specifically to any one item. Authoritative figures were compiled by McClellan's Services Exchange, Washington, D. C.

Enjoy This



Luscious, Distinctive Flavor

Arrow BLACKBERRY FLAVORED BRANDY

4 More Arrow Invitations to Pleasure

Arrow Peach Flavored Brandy, 70 proof
Arrow Apricot Flavored Brandy, 70 proof
Arrow Cherry Flavored Brandy, 70 proof
Arrow Ginger Flavored Brandy, 70 proof

ARROW BLACKBERRY FLAVORED BRANDY, 70 PROOF . . . ARROW LIQUEURS CORP., DETROIT 7, MICH.

The Goldbergs CONTINUED



A REDUCING CLASS finds Molly unhappily trying to sweat off a few comfortable pounds in a steam cabinet. Promised a handsomely framed diploma



A RASH OF HOBBIES, inspired by Molly, breaks out in the Goldberg family. David dismantles clocks, Sammy takes photographs, Rosalie cuts out movie stars' pictures, Molly does crossword puzzles and Jake takes up oil painting.

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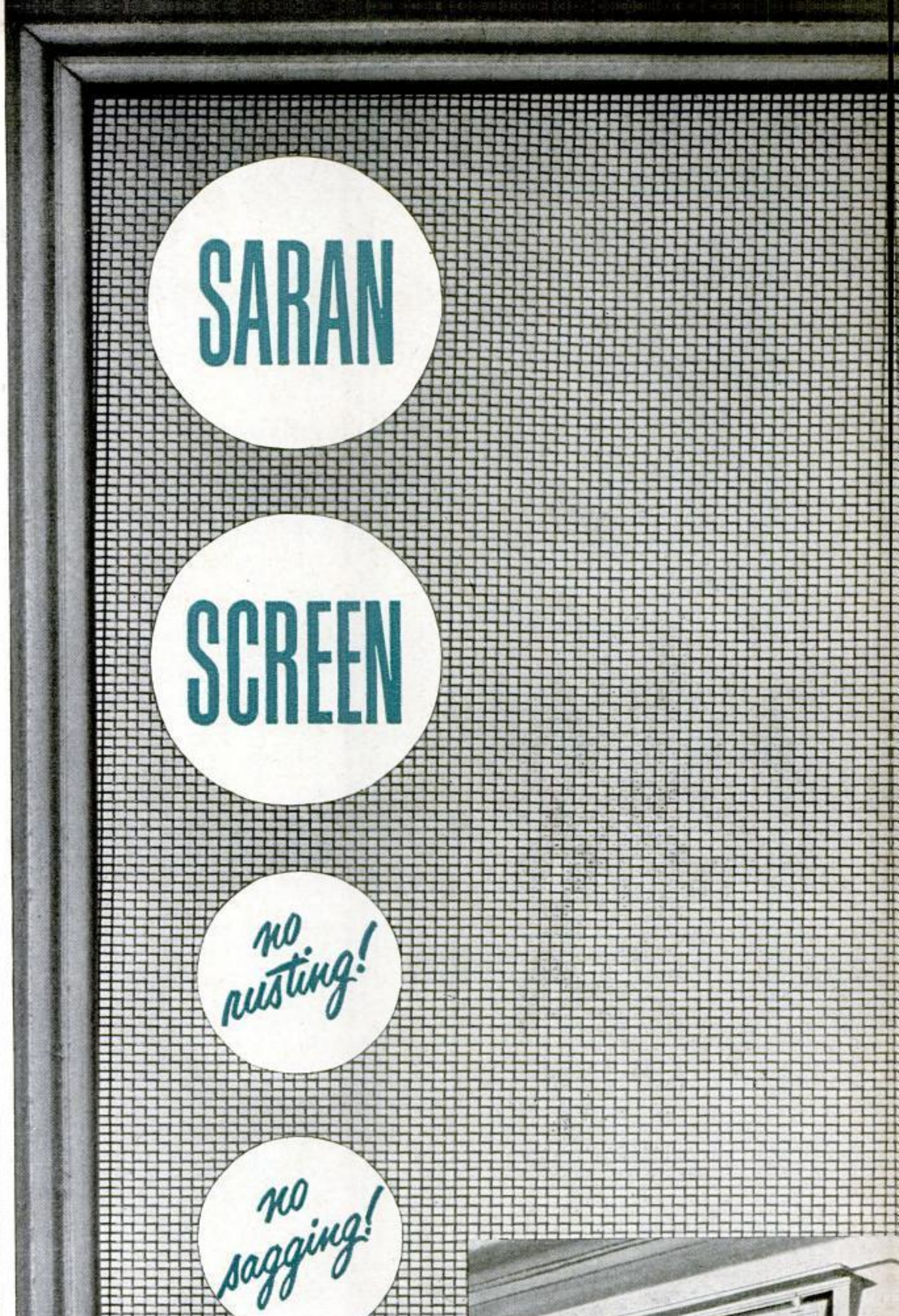


by the voluble saleswoman who talked her into taking the course, Molly struggles through it, loses diploma when she falls victim to her own good cooking.



AS SNOW WHITE Rosalie is fitted out by David and Molly for neighborhood show. To please mothers of children relegated to dwarf parts, Molly adapts story to have seven Snow Whites, one dwarf. As dwarf, Rosalie steals the show.

CONTINUED ON NEXT PAGE



For superior screen performance, and distinctive beauty, it's screen woven of saran! Saran's pliant strength keeps screens tight and smooth, without unsightly denting, sagging or bulging. Rust-proof saran saves painted surfaces from disfiguring stains . . . and built-in color eliminates the need for painting saran screen. You'll thoroughly enjoy the advantages of this all-purpose screening that gives you maximum comfort with a minimum of upkeep care. When you select screening, be sure to specify screen *woven of saran*.

Plastics Division, Dept. SC-1
THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN

DOW
plastics

Have you the face of a successful man?



EYES: Alert, thoughtful, they look facts in the face!

NOSE: Long, clean cut, indicates resourcefulness, keen judgment.

LIPS: Controlled, humorously upturned at corners. This man doesn't waste words. He savors Cream of Kentucky's "Double-Rich" Kentucky taste and says, "That's for me!"

Norman Rockwell



Here's a success story ...

"DOUBLE RICH"

Cream of Kentucky

"Double-Rich" from the heart of the Bluegrass

A Schenley *Mark of Merit* Whiskey

BLENDED WHISKEY.
86 proof, 70% grain neutral spirits.
Copr. 1949, Schenley Dist. Corp., N.Y.C.

THIS IS MOLLY'S FAMILY



JAKE (Philip Loeb) is Molly's understanding, hard-working husband. The first Jake died in 1945. For two years Mrs. Berg did not replace him, kept his character alive by referring to him in scripts without giving him any lines.



DAVID (Eli Mintz), Molly's uncle and a retired watchmaker, is always puttering around helping Molly and being a willing partner to her schemes. The radio part was always played by Menasha Skulnik, famous Yiddish comedian.



SAMMY AND ROSALIE (Larry Robinson and Arlene McQuade), Molly's children, watch their mother's mild machinations with proper awe, rarely get into trouble themselves. Show has had three Sammys, two Rosalies since 1929.

Copyrighted material



HERE'S WHAT YOU SPEND... ABOUT 1½¢ A NIGHT
HERE'S WHAT YOU GET... BEAUTYREST COMFORT!

1. A mattress is a big, IMPORTANT purchase!

You want to get *full*, honest-to-goodness value. And you'll discover there's no better value than *Beautyrest* at *any* price!

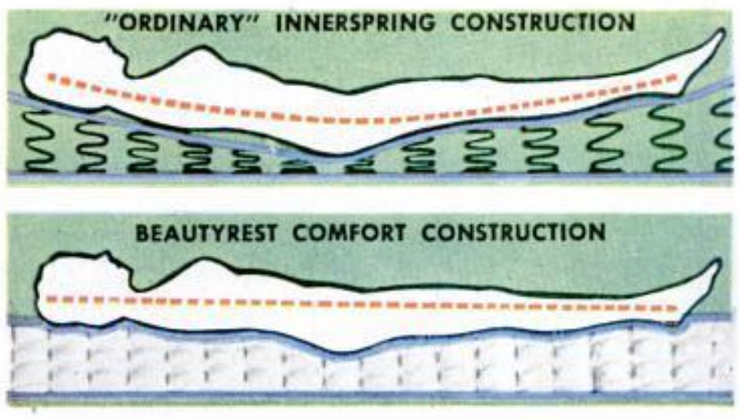
You get *luxury rest*—the healthful, deeply refreshing rest Beautyrest is famous for! *And* you get unbeatable mattress quality.

How about that 1½¢? Here's how it works out. The price is $59.50, and it's guaranteed for 10 years. Do some simple arithmetic. Out comes the answer—only about a penny and a half a night!

Get your money's worth—your *Beautyrest*—today!



2. Water-glass test shows why Beautyrest is unique and better! Every Beautyrest coil spring is *individually pocketed*. Each spring acts *independently*. That's why water glass stays steady, **even** when surrounding springs are pressed down.



3. More evidence that Beautyrest gives you more comfort! "Ordinary" mattress springs are tied together. Springs pull each other down, causing *sag*. But those 837 Beautyrest springs are *not* tied together—can't sag, *always* give *luxury rest!*

275-lb. mattress-mauler pounds Beautyrest in "torture" test conducted by United States Testing Co. Laboratories. Beautyrest took 740,774 *more* poundings than any other mattress tested—*lasts over twice as long* as the next best mattress tested!



Beautyrest defies edge-of-bed sitters! Pre-built border and no-sag edges protect that trim Beautyrest shape for the life of the mattress! Coils are built in to the mattress' edge, giving you mid-mattress comfort right out to the edges! 8 ventilators.

Only SIMMONS makes BEAUTYREST*

ALSO FROM THE HOUSE OF SIMMONS—the greatest name in bedding: Hide-A-Bed—the sofa that doubles as an "extra bedroom." Electronic Blanket—a new defense against colds. Deepsleep mattress—a fine Simmons mattress at a lower price. Babybeauty crib mattress—made to doctors' specifications. Ace Spring—the modern spring for the modern mattress.

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The NAME *everyone looks up to!...*

—AND MORE THAN EVER IN '49!

The name is *Flagship*—highest tribute given to any airplane—exclusive designation for all aircraft flown by American Airlines.

The name Flagship must be *earned.* It is awarded only when an aircraft is built to meet American's exacting specifications, then proves itself in exhaustive tests.

Now in '49, American launches a new Flagship Fleet, unsurpassed in transportation history, to carry out its tradition of leadership.

THE DC-6 FLAGSHIP, *first really new post-war transport, offers a new concept of passenger luxury on transcontinental travel.*

THE CONVAIR FLAGSHIP *provides on short trips the kind of speed and comfort hitherto restricted to distant travel.*

TOGETHER *these two great aircraft form a five-mile-a-minute Flagship Fleet that guarantees you the finest in air transportation, regardless of your journey's length.*

And whatever the future holds forth in the way of better, more modern aircraft, you can be sure that the finest, the fastest, the most dependable of all will still bear the name *Flagship.*



ALL YEAR 'ROUND, TRAVEL IS BETTER BY AIR . . . BEST BY AMERICAN!

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CLOTHES QUIZ



Q What kind of outfit is No. 1 wearing?

A Depending on your part of the country, the pants are called dungarees, jeans, blue jeans, waist overalls or bibless overalls. Worn with a chambray work shirt.

Q What "trades" do overalls (No. 2) identify?

A Overalls are worn most by farmers, miners and railroad men. The coat is blanket-lined, and a popular cold-weather companion.

Q Mothers and children like No. 3. Why?

A Mothers, because Play Overalls save money, virtually eliminate mending. Children, because they're comfortable, colorful, and carefree as all outdoors.

Q Where do you see No. 4 most?

A BLUE BELL'S casual-wear Jeannies are seen on campuses, around homes, in fields and factories. They're trim-looking, long-wearing.

Q What makes No. 5 fit so well?

A BLUE BELL'S Play Dungarees and Overalls are based on Government measurements of 150,000 children! They're Sanforized; keep their fit.

Q Is No. 6 an East or West favorite?

A Girls' BLUE BELL Jeannies are teen-age favorites *everywhere*. They're worn in school and out, and are especially attractive with colorful plaid shirts.

Q What is a Wrangler (No. 7)?

A Wranglers are cowpunchers—also BLUE BELL'S trade name for the Western jeans cowboys prefer. Styled by "Rodeo Ben," tailor to top rodeo stars!

Q Where are Wranglers (No. 8) worn?

A Men and boys everywhere wear Wranglers for outdoor work and play. Built of husky Sanforized 11-oz. denim, and riveted, for rough-and-ready wear.

Q What's the name of outfit No. 9?

A This is BLUE BELL'S handsomely tailored "matched set." It's good looking, takes the toughest wear, and comes in a wide range of colors.

Q How can No. 10 pay for itself?

A BLUE BELL coveralls save wear, tear and cleaning on your regular clothes. They're comfortable to work in, easy to slip on over other garments.

Q What do Nos. 1 to 10 have in common?

A They all carry the BLUE BELL label—which means they are the best made, best fitting work and play clothes you can buy—*or your money back!* Next time, buy BLUE BELL.

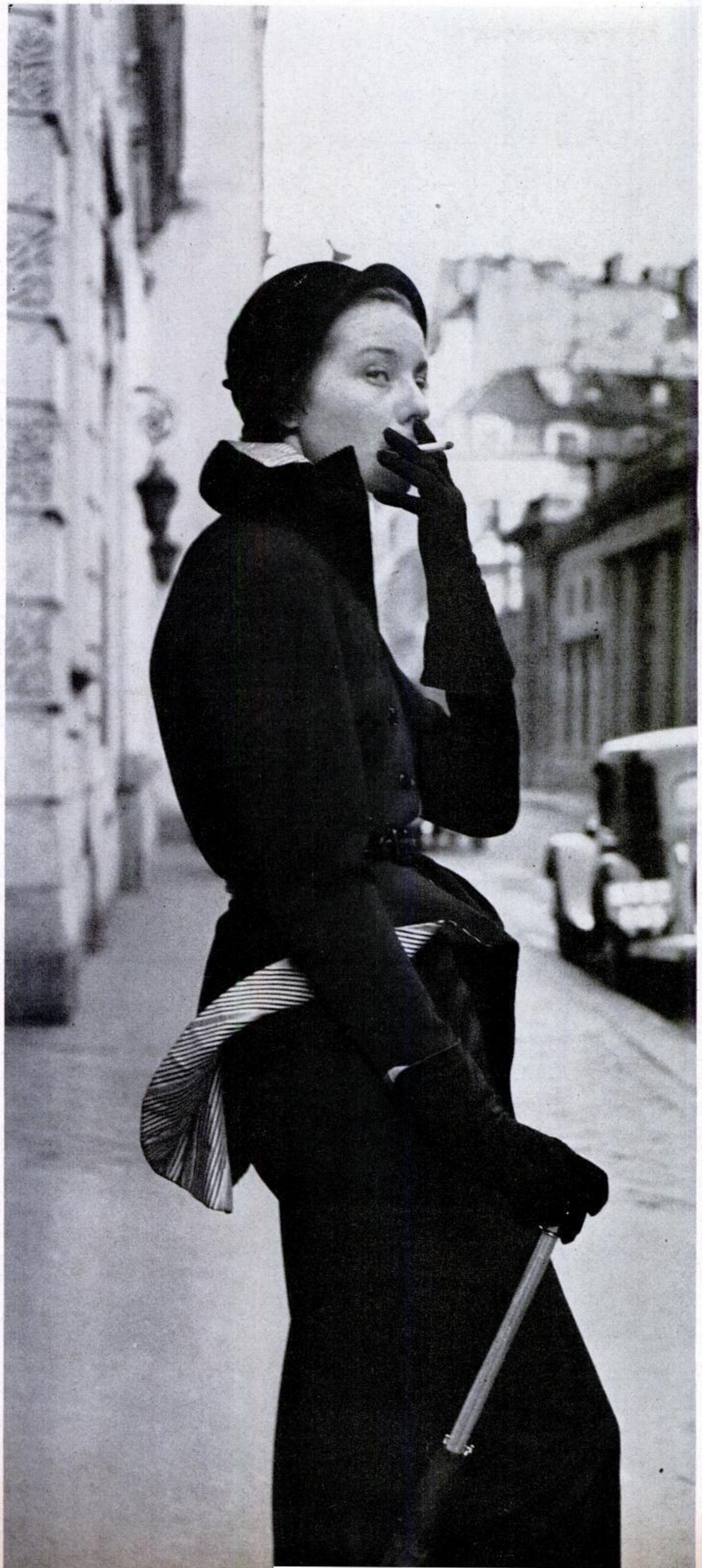
BLUE BELL

WORK AND PLAY CLOTHES

BLUE BELL, INC. • 93 Worth Street, New York 13.

WORLD'S LARGEST PRODUCER OF WORK CLOTHES

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HIGH-SKIRTED black dinner dress by Dior displays a full 15 inches of leg and is draped at the rear.

Paris Fashions

THEY INCLUDE SHORT SKIRTS, FREE-FLYING PANELS AND BURLAP

This spring the Paris showings were more crowded than at any time since before the war, with U.S. purchases of the new styles 30% over last season. The clothes themselves are new and more wearable variations on the basic New Look pattern which revolutionized fashion in 1947. King of the showings again was Christian Dior, but the crown prince certainly was fast-rising Jacques Fath, who freely admitted that this year he has already sold 41 million francs worth of custom-made dresses.

A new note was the slim skirt broken by some unusual elements such as a flowing peplum (*left*) or flying panel (*next page*). The skirts themselves were higher—some startlingly so. In materials Fath's use of burlap was outstanding; accessories were simple, except for evening, when they were very elaborate. To many an American in Paris the new clothes looked especially good because many models had obviously been designed to complement American looks, and one item in particular—the small, perky hat (*cover*) which turned up in every collection —seemed a direct importation from the U.S.

←**NARROWEST SILHOUETTE** of the season, on Fath's coat-dress, is broken by blown-back peplum.

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BIG FLAP POCKETS, Dior's trademark this year, enliven his otherwise simple gray tweed suit. The shoulders are unpadded.

←**FATH'S UNIQUE BURLAP,** which he used for almost everything including evening dresses, is employed here in a fitted coat.



FLYING PANELS on this gray street dress consist of 10 pieces of matching material attached to waist. When the wearer is still they lie flat but swirl and billow when she moves. Dior calls panels an optical illusion designed to give a slim skirt a wind-blown look.



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SILK COAT of red shantung has a matching pleated dress beneath it. The big pockets placed high and the new 14-inch skirt mark it as a Dior design. Model is Sylvie Hirsch, 21, who is the most popular in Paris. She has received several offers to model in the U.S. for American dress houses but has always turned them down.

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FRENCH-AMERICAN LOOK was epitomized by Dior's spring dress with a white piqué collar, slim slit skirt and draped flying panel (*right*). The little white beret is worn on the side of the head. This dress, worn here by Sylvie, was a top favorite with all American visitors and buyers attending this season's showings.

CONTINUED ON PAGE 75

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Let others claim the moon

Old Gold

delivers

worlds of pleasure

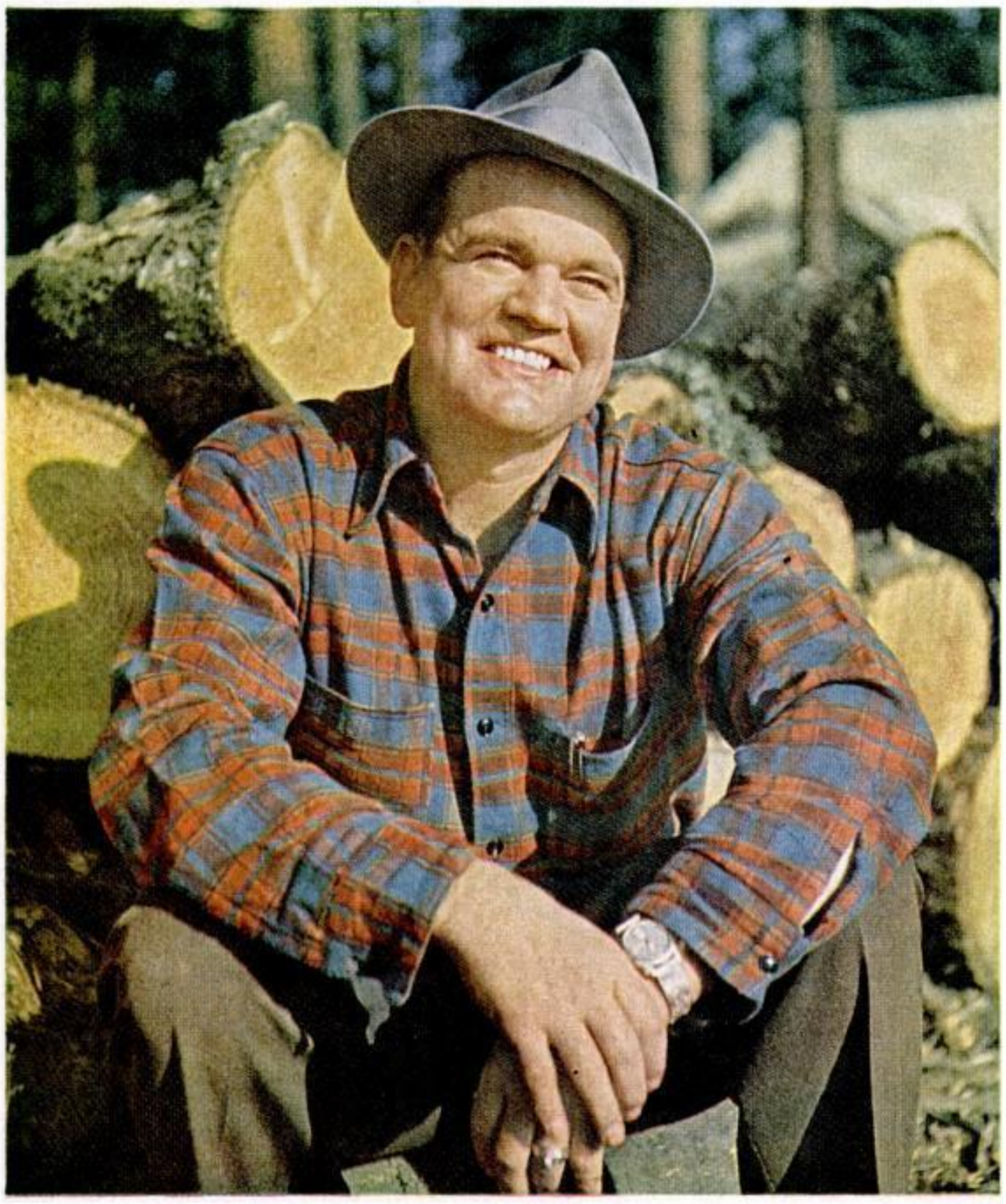


For a Treat instead of a Treatment...treat yourself to **OLD GOLDS**

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Answers to your questions

(from Portland, Hot Springs and Santa Fe)



W. R. Rogers is head of the Rogers Construction Co., in Portland, Ore.

Your question: "Do these new Super-Cushions really give more mileage?"

MR. ROGERS says: "Over a period of years, I've used nearly every tire on the market—and I find that Super-Cushions are giving me more mileage than any other kind. And it's amazing how much smoother they make your car ride, and how much better traction you get."



Molly Sue Brandt (left) is a high school student in Hot Springs, Ark.

Your question: "Why do you feel safer driving with Super-Cushions?"

MISS BRANDT says: "Super-Cushions hold the road so much better, and allow you to stop so much quicker, that you get a *wonderful* new feeling of safety! The car rides and handles like a dream. And Super-Cushions are so good-looking they dress up your whole car!"



Why a softer ride? Because the Super-Cushion is a bigger and softer tire. *It runs on less air pressure.* It soaks up jolts and jars. You get a softer ride, fewer rattles and fewer repair bills!



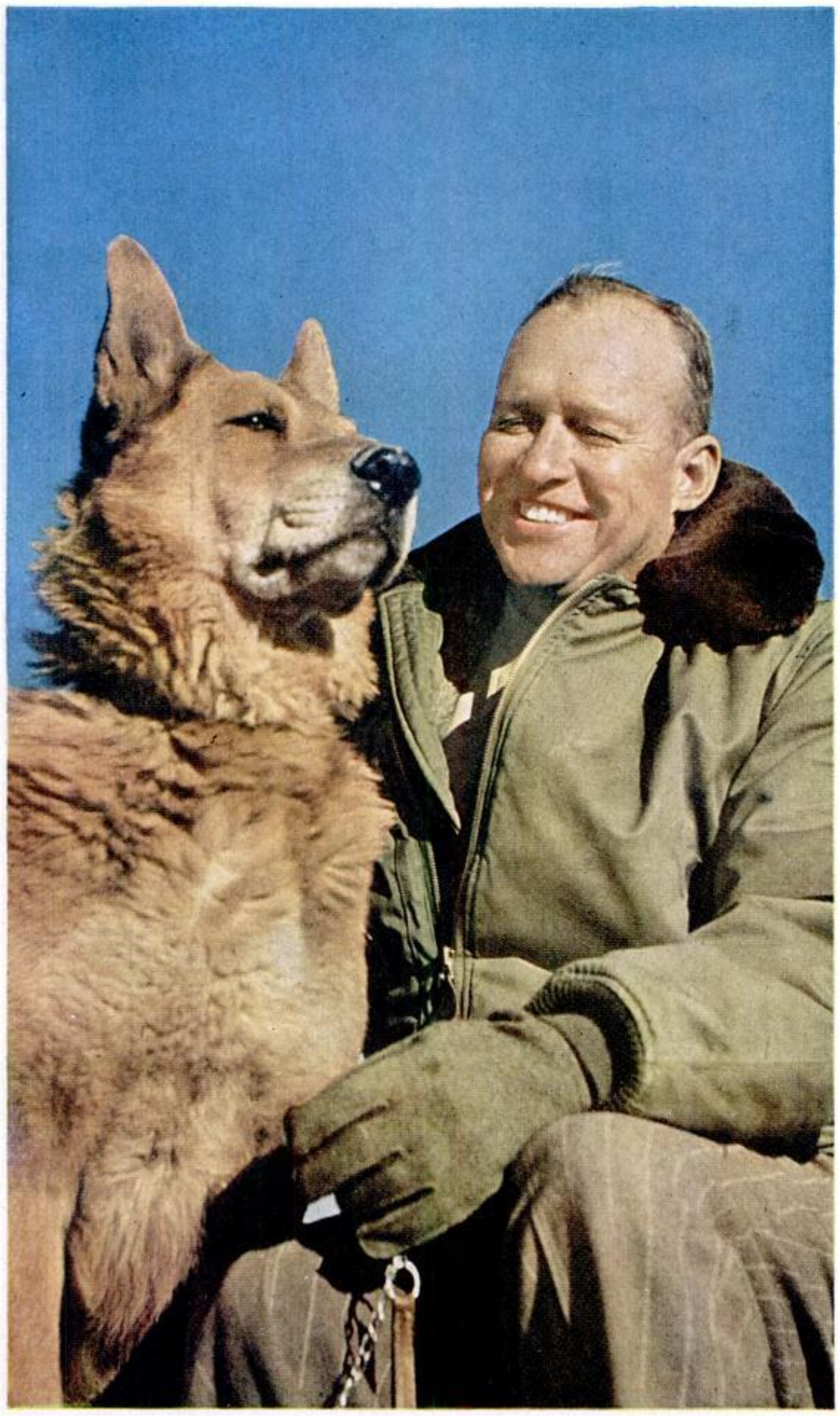
Why better traction? The Super-Cushion has a larger contact area with the road. You feel a great new ease in car handling. Your car *flows* around the curves, stops easier and quicker!

Super

GO

MORE P

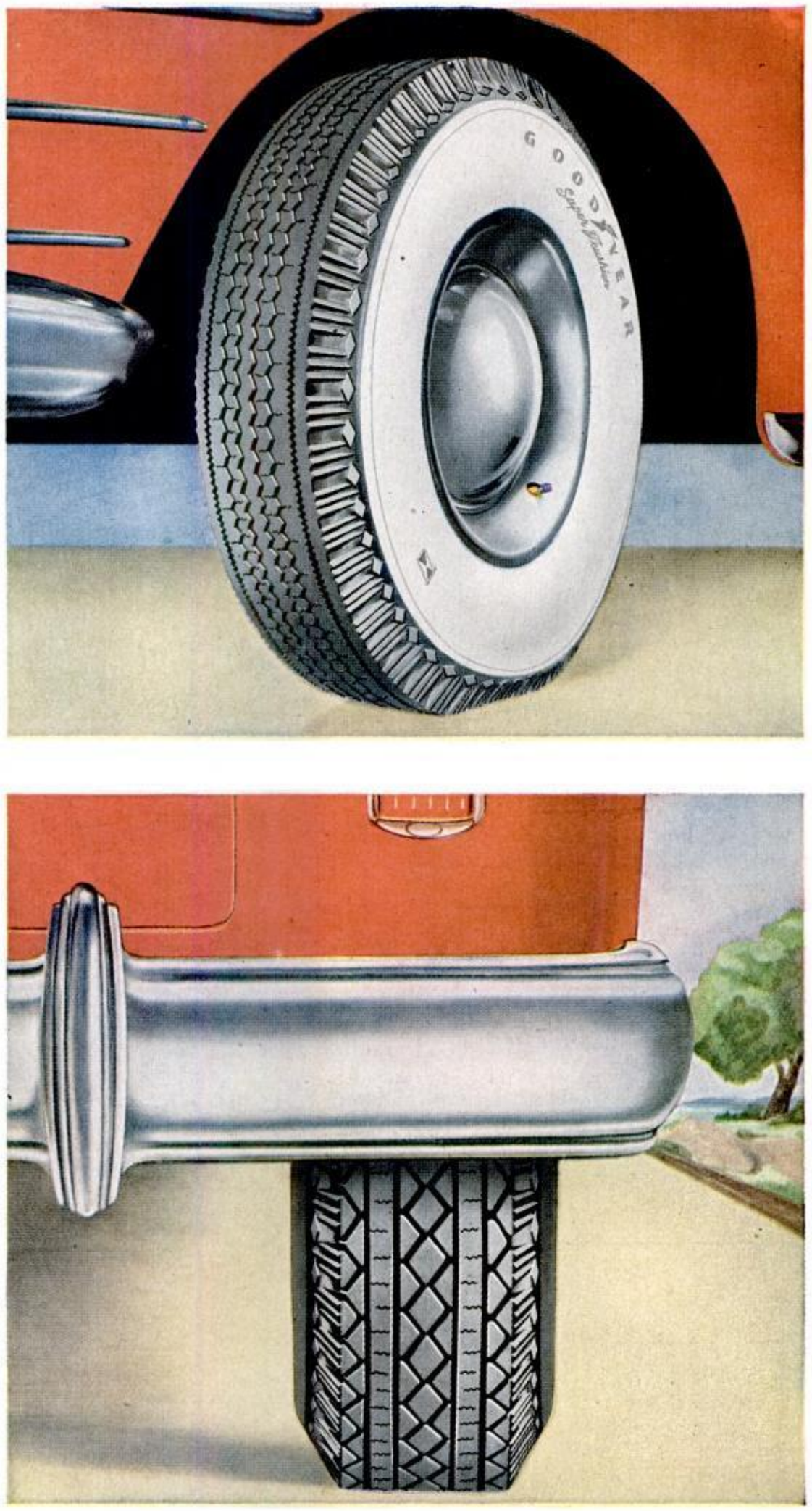
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Ivan R. Head is manager of a radio station in Santa Fe, N. M.

Your question: "Does a car ride a lot smoother with Super-Cushions?"

MR. HEAD says: "I fly my own plane, and except for an early morning flight on a calm day, I've never had a ride as smooth and comfortable as the one I get with Super-Cushions. They really absorb road shock. And they give me longer mileage than other tires, too."



Your question: "Will Super-Cushions fit my present wheels and rims?"

Your Goodyear Dealer says: "You bet they will! Let us *modernize* your car with a change to Super-Cushions *now*. And when you get new tires, it's wise to get new tubes. The perfect combination is Super-Cushions with LifeGuard Safety Tubes—the tubes that make a blowout harmless. You can't get better protection to save your life. Drive in *today!*"

We think you'll like "THE GREATEST STORY EVER TOLD"—every Sunday—ABC Network

Cushion by GOODYEAR

OPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Super-Cushion, LifeGuard, T. M.–The Goodyear Tire & Rubber Company

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PATRICIAN Comtesse Alain de la Falaise, noted in Parisian society for her slim figure, patronizes Schiaparelli. Here she wears exotic cotton evening dress reminiscent of styles of the late '20s.

Fashionable Women of Paris

FRENCH DESIGNERS CONSIDER THEM THEIR BEST ADVERTISEMENT

French couturiers' most effective models are fashionable Parisian women, some of whom are shown in their purchases for the new season. Sometimes wealthy but more often only well-to-do, the Parisian lady achieves her renowned chic less with money than by intense concentration on her clothes. She may have many other interests—acting, sports or music—but she does not hesitate to sit through a collection at least twice before deciding whether to buy and then willingly undergoes four or five fittings. She actually buys relatively few clothes, perhaps two evening, one cocktail and one street dress per season. Sometimes the couturier at whose establishment she "dresses" (Parisiennes tend to patronize one dressmaker as Americans do one doctor) lends her additional dresses on occasion for the advertising value. But one rule is observed with a rigor shocking to most Americans: in the world's most fashion-conscious city she will immediately discard any dress which does not conform to the latest "look."

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ALL THREE yours exclusively with

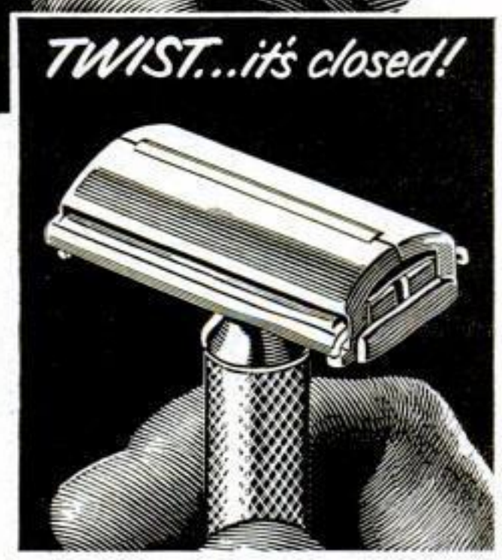
Gillette

- INSTANT BLADE CHANGING
- REAL SHAVING COMFORT
- DOUBLE-EDGE ECONOMY

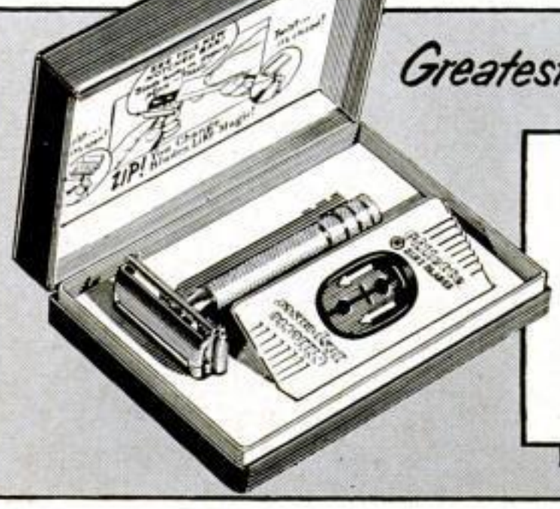


● You save time and fuss . . . get the slickest, most refreshing shaves a man ever had . . . with this ultra-modern Gillette One-Piece Razor. Precision-made and specially designed for use with the new Gillette Blue Blade Dispenser, this great razor offers you extra convenience and extra comfort *plus* double-edge economy. Buy a Gillette Super-Speed Razor Set now!





Gillette
SUPER-SPEED
One-Piece Razor



Greatest Shaving Bargain Ever!

Gillette Super-Speed Razor and handy Gillette Dispenser containing 10 Gillette Blue Blades—20 shaving edges.
$1.50 VALUE...

$1.00

look SHARP! feel SHARP! be SHARP! **use Gillette Blue Blades**
WITH THE *SHARPEST* EDGES EVER HONED

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FATH'S SISTER-IN-LAW, Mme. Simone Imbert, 24, sings, dances and in the words of her friends, "has tremendous temperament." Soon to appear in a movie, she likes mannish clothes like Katharine Hepburn's, refuses to wear her brother-in-law's hats but here wears one of his white piqué evening dresses.



ONE OF THE MOST BEAUTIFUL women in Paris in the opinion of society is Baronne Jean de l'Espée, 29, whose husband is a newspaper editor and also the general councilor for the Basses-Pyrenées department. She is wearing 200,000-franc Fath dress with tiny jeweled hat currently popular for evening.

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MARQUISE DE LEVIS-MIREPOIX, 21, is the blond wife of the French aviation inspector-general. She maintains year-round tan by skiing and swimming, has a 4-month-old daughter. Noted for the deep decolletage of many of her costumes she is here wearing a draped printed taffeta designed by Dessés.



PRINCESSE PHILIPPE PONIATOWSKI wears Fath dress called "Rita" because it was originally designed for Rita Hayworth. She lives outside Paris in a small house with a large garden; flowers are her great interest. With dress consisting of striped taffeta bodice and silk skirt, she wears elaborate necklace.

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"This is remarkable value in quality shirts!"

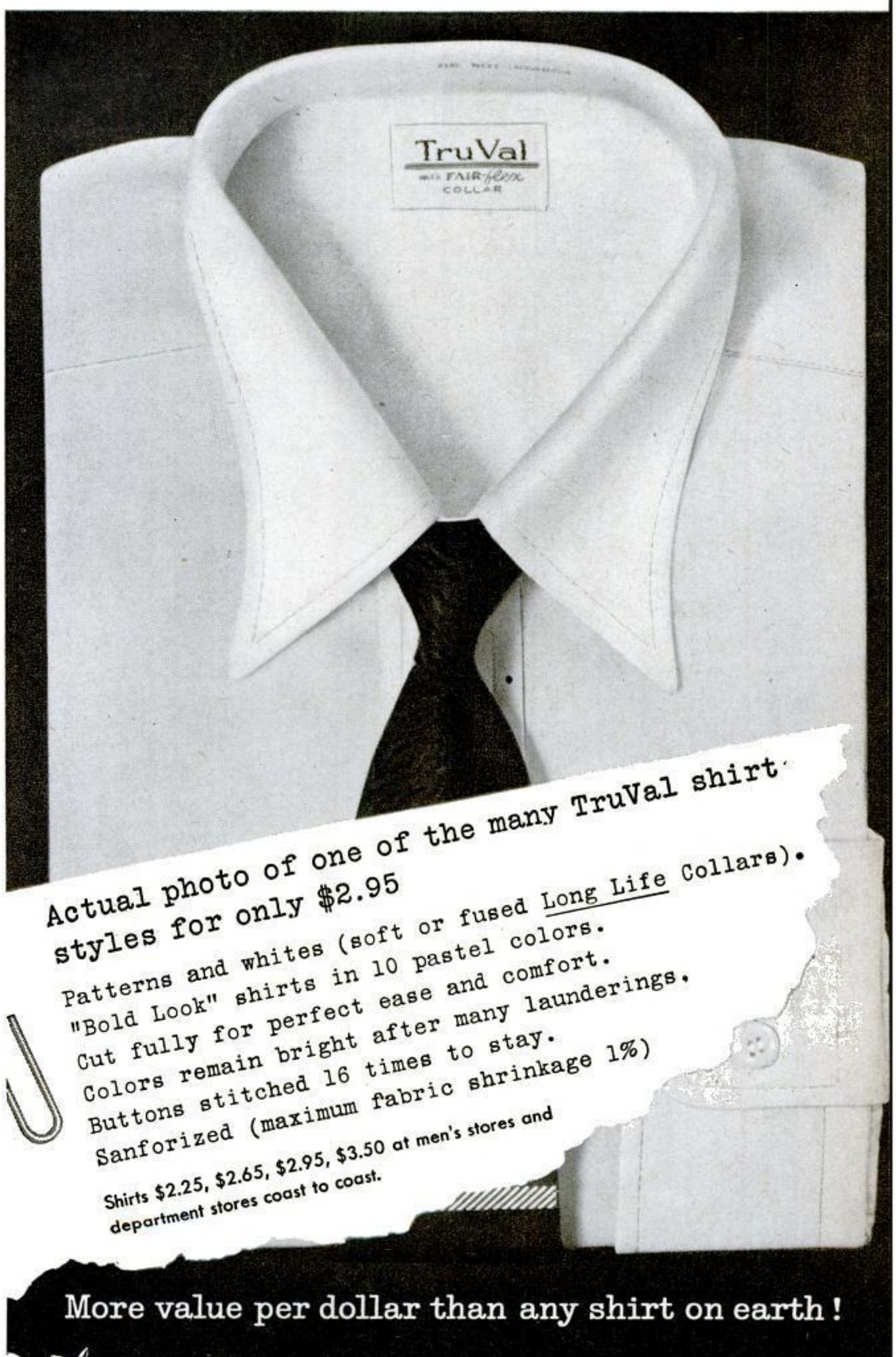
Edward I. Bramson, Div. Merchandising Mgr., May Co., Los Angeles, Cal.

From men's wear executives all over the country comes a flood of enthusiastic comment which proves that TruVal is the shirt value men have been waiting for!

For TruVal has taken the softest, most luxurious of fabrics... tailored these to the last flawless detail... and now offers you shirts at a price that's far, far less than what you've always had to pay for this same custom-type quality!

Newly developed production methods—huge purchasing power—ever increasing acceptance and sales. That's how TruVal is able to give you more value per dollar than any other shirt on earth!

See your neighborhood TruVal dealer today for the finest quality — most complete line of—shirts, sportswear, pajamas and jackets!



Actual photo of one of the many TruVal shirt styles for only $2.95

Patterns and whites (soft or fused Long Life Collars).
"Bold Look" shirts in 10 pastel colors.
Cut fully for perfect ease and comfort.
Colors remain bright after many launderings.
Buttons stitched 16 times to stay.
Sanforized (maximum fabric shrinkage 1%)

Shirts $2.25, $2.65, $2.95, $3.50 at men's stores and department stores coast to coast.

More value per dollar than any shirt on earth!

TRUVAL

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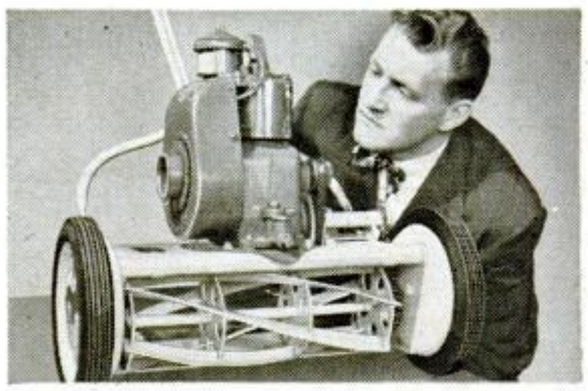
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and only $99.50

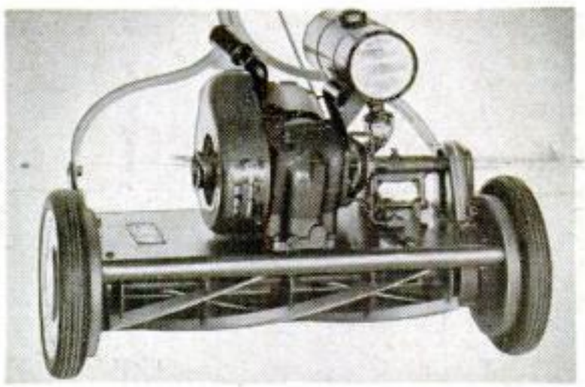
PLUS FREIGHT



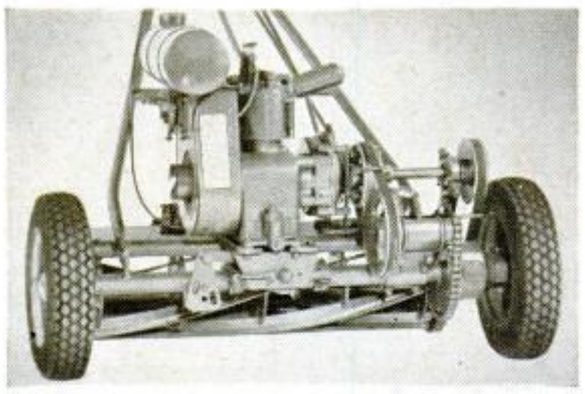
ALL YOU DO IS GUIDE this labor-saving Toro *SportLawn!* Its quick-starting ¾ h.p. Briggs & Stratton engine does all the work. Climbs steep terraces . . . trims close to trees, walks, buildings . . . does a carpet-smooth mowing job. Sturdy, yet *simple* and *lightweight* . . . women and children handle it with ease and safety.



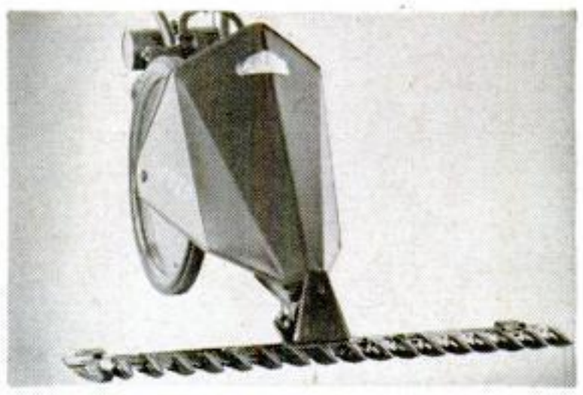
FOR AVERAGE LAWNS get a Toro *SportLawn.* Cuts an area 80x160 feet in less than one hour. Ball bearing mounted 17-inch Disston steel reel. Finger-tip controls. Turn-on-a-dime maneuverability. Dozens of famous time-tested Toro features.



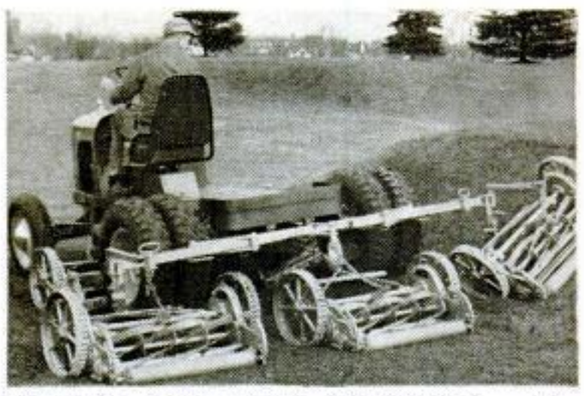
FOR LARGER LAWNS . . . the 21-inch Toro *Homelawn.* Voted outstanding in impartial consumer tests. Light, powerful, easy to operate. Controls on handle. 1½ h.p. engine. Pressed steel and alloy iron construction. $141.25 plus freight.



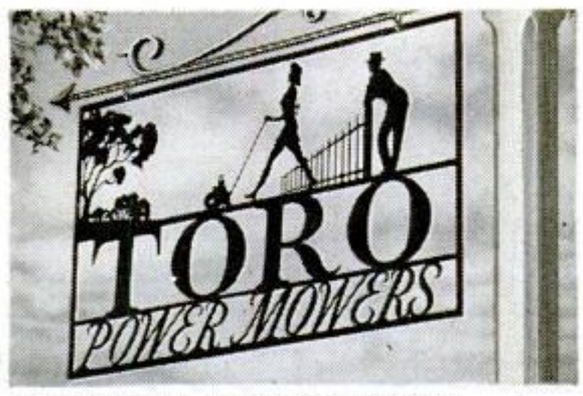
FOR ESTATES AND LARGE AREAS . . . the heavy-duty Toro *Starlawn.* In 24″, 27″ and 30″ cutting widths. Famous "floating-axle" for smooth cut on uneven ground. All steel construction. Briggs & Stratton engine. From $268.00 plus freight.



FOR WEEDS AND TALL GRASS . . . the self-propelled *Zipper* wades through tangled vegetation and tall growth. Cuts anywhere. Husky 36-inch sickle bar powered by 1½ h.p. engine. Saves hours of back breaking work. $218.00 plus freight.



MOWING MACHINERY SPECIALISTS . . . For over 25 years Toro has specialized in building fine mowing machinery. You'll find Toro mowers from coast to coast on championship golf courses, in famous parks, schools and institutions. The choice of professionals.



CONVENIENT NEAR-BY SERVICE . . . As a Toro owner you get the protection of Toro's unmatched nation-wide service organization. For free literature and the name of your nearest Toro dealer, write: Toro Mfg. Corp., Dept. L-4, Minneapolis 6, Minnesota.

"GRAND EMBARRAS"

American women accustomed to mass-production clothes and the quick copying of high-style fashions have become somewhat resigned to discovering at a party that another woman present is wearing the same dress. In Paris, however, where party-goers are dressed mainly by custom couturiers, this is a *grand embarras.* Last month in Paris socially prominent Jacques Fath gave a ball at which three of his guests (*below*) discovered that they were wearing the same ornate necklace. What was more, the necklaces had all been sold them by Host Fath.



PRINCESSE GHISLAINE DE POLIGNAC APPEARED DISMAYED



THE COMTESSE D'ONCIEN DE CHAFFORDON DISREGARDED IT



MADAME JUNE DUFAURE LOOKED HAUGHTY AND DISDAINFUL

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are enriched with dextrose

food-energy sugar





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Most ripe fruits contain dextrose sugar. Nature puts it there.

In canning, modern packers use a blend of dextrose and sucrose (both fine sugars) to make a syrup that does *not* oversweeten . . . but effectively protects the color, texture, and natural flavor of the fresh fruits.

So . . . when you buy canned fruits "enriched with dextrose", you enjoy true flavor, bright color and firm texture.

CORN PRODUCTS REFINING COMPANY

One of the producers of dextrose . . . a natural sugar

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How are you going to buy your next Car?





The KAISER *Convertible*

2 SHOPPER? Shop them all. Let the salesmen tell you their stories. Sure, the Kaiser salesman will be most convincing! Why not? He knows that dollar for dollar his product *has what it takes*—in economy, in trouble-free performance, in lasting value. More than a quarter-million satisfied owners agree—after more than 3 *billion* value-proving owner-driven miles!

KAISER

4500 KAISER-FRAZER DEALERS INVITE YOU TO—

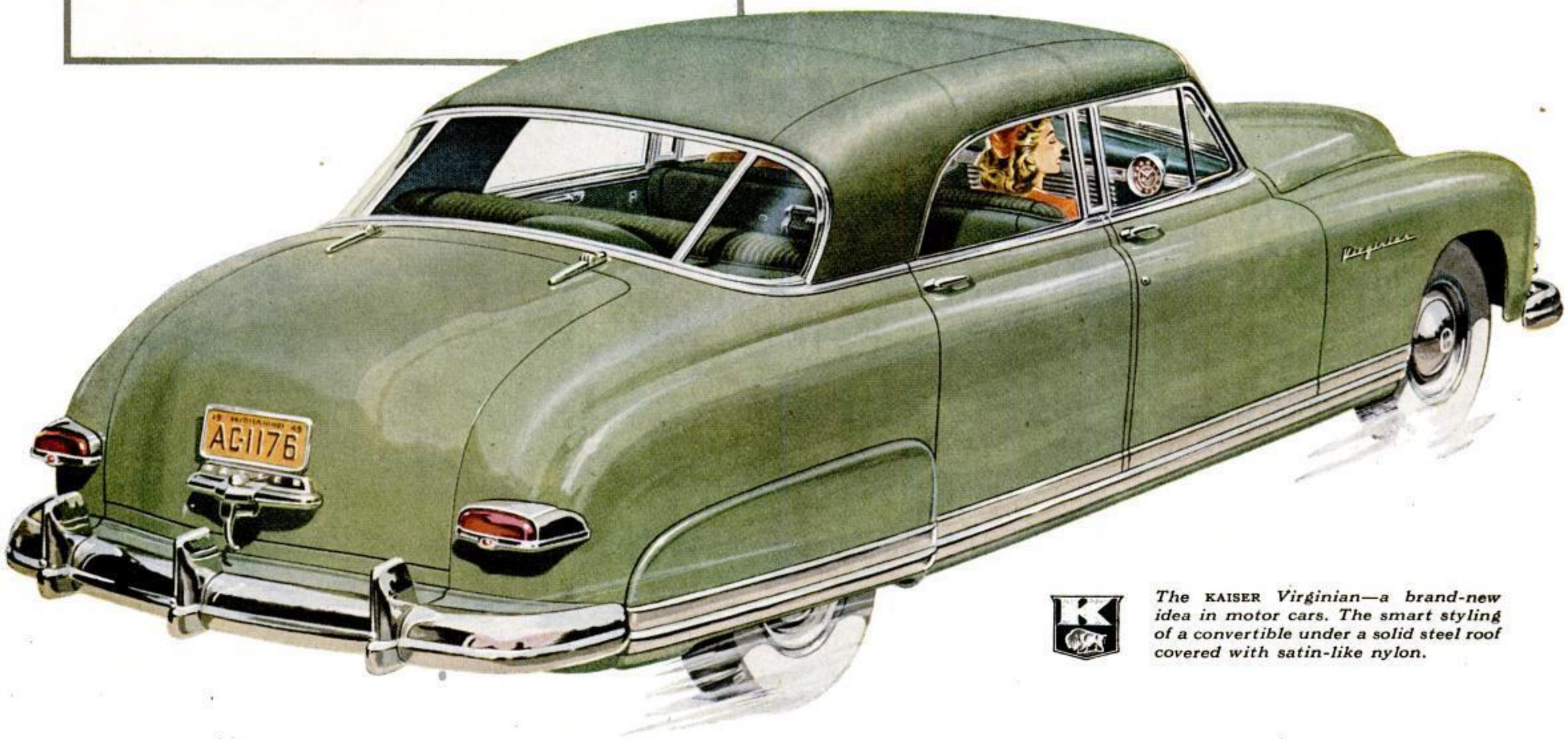
RIDE - *THEN* DECIDE!

1 LOOKER? Look wherever you will, you'll find the Kaiser way ahead in advanced styling, in advanced engineering and mechanical features, in roominess and comfort. Look at the Kaiser's years-ahead design. As other "new" cars are announced the Kaiser keeps on being America's most copied car.



The KAISER *Special*

3 DRIVER? Put the Kaiser to every test you know. Learn what the *highest-compression engine* in its price class will do. Take the *roadworthy* Kaiser over bumps and around curves. A satin-smooth ride, minimum side-sway and vibration! *Triple-control* steering brings a new thrill to driving. You'll like it—for keeps!



The KAISER *Virginian—a brand-new idea in motor cars. The smart styling of a convertible under a solid steel roof covered with satin-like nylon.*

Hear! Hear! Hear! *Walter Winchell* **Every Sunday...same time...same station!**

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HAZFORD RUPERT LXXXI

THE GRAND OLD MAN OF HEREFORD BULLS SIRED A FAMILY WORTH OVER $1 MILLION

Hazford Rupert the 81st was the most famous Hereford bull ever to sire a calf. When he died in 1947 he had fathered a Hereford line worth well over a million dollars, amassing one of the most productive records in the history of all bulldom. As shown in his portrait above by Artist Tom Lea, he was formidably built, but his eyes were gentle and his ways, moreover, were mannerly. In his early days he was International Grand Champion and American Royal Champion. But he was withdrawn from show work and put to more valuable use by his owner, Cattleman Roy Turner, Governor of Oklahoma, who had bought him with nine other bulls for only $18,500. In nine years he sired 497 progeny, many of which Turner sold for record-breaking prices. For eight of Rupert's sons alone he got a total of $160,000. Another son even became an International Grand Champion. Only one son, T. Royal Rupert the 99th, ever marred the Rupert name. He turned out to be impotent.

By 1946 Rupert, then an aging 11-year-old bull, had begun to get very lame with arthritis. But his handlers resorted to artificial insemination with the result that even in the last crippled year of his life he was able to sire 190 more calves. Sick and tottering, Rupert finally had to be put to death. So great was his value that when veterinarians killed him they attempted—but failed—to preserve his semen for additional inseminations.

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Wake up Fresh as Spring Air!

Get More Rest from Every Sleeping Hour!

More and more people seeking added energy for the demands of present-day living are selecting Spring-Air, the mattress that gives you more rest from every sleeping hour. With Spring-Air you get the benefit of "Controlled Comfort," one of the features which makes them the choice of over two thousand leading hospitals, over a thousand fine hotels and more than a million homes. Ask your dealer how Spring-Air mattresses and box springs compare with any others on the market! Or write for "Controlled Comfort" booklet . . . a helpful guide to buying better bedding.

SPRING-AIR COMPANY · Holland, Mich.

Produced by 46 Plants and Sold by Over 5000 Dealers Throughout the United States, Canada and Mexico.

Spring Air MATTRESSES BOX SPRINGS

TRADE MARK REG. U.S. & CAN. PAT. OFF.

BODY COMFORT SUPPORT ZONE | BUOYANT HEAD AND FOOT ZONES | NO-SAG EDGE ZONES

BODY COMFORT SUPPORT ZONE. Where greatest body weight is concentrated, special, firmer spring coils prevent unnatural spinal sag; give truly natural-posture body support assuring complete rest and relaxation.

BUOYANT HEAD AND FOOT ZONES. Coils in both of these areas are so designed that they are more resilient, for special buoyancy to the lighter portions of the body.

NO-SAG EDGE ZONES. Borders, ends and corners all have specially-designed coils that resist sag or breakdown . . . assuring longer mattress life, better shape, appearance.

National Sleep Show—April 18th to 30th

© 1949, SPRING-AIR COMPANY



THE "SPRING-AIR" . . . the standard of fine value. Mattress, Box Spring, each $49.50



"CUSTOM QUALITY." The last word in luxury. Mattress, Box Spring, each $59.50.



"EXTRA-LONG" . . . for taller persons who really want to stretch out. Mattress, Box Spring, each $59.50.

Prices slightly higher West of Rockies

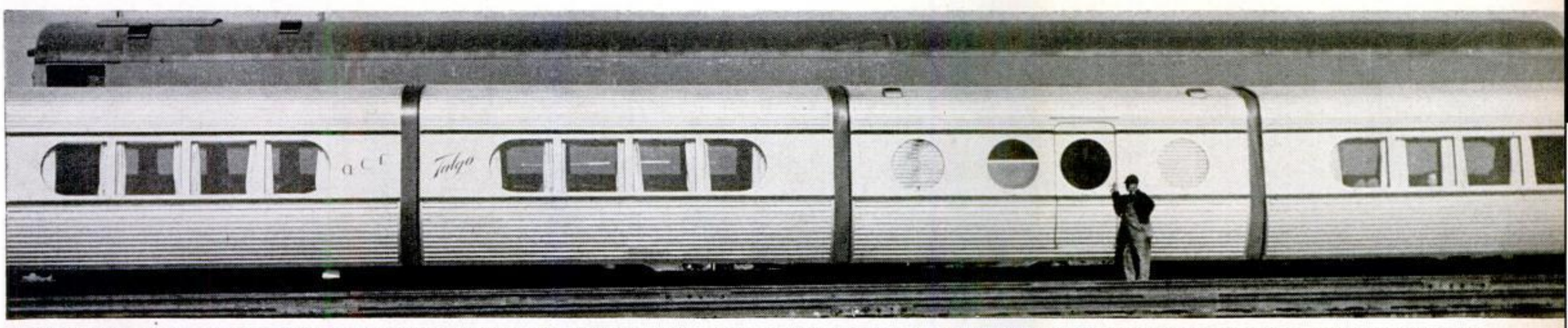
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TAIL END OF THE TALGO TRAIN'S OBSERVATION CAR RESEMBLES A SQUAT METALLIC BUBBLE. PASSENGERS RIDING IN IT ARE ONLY 18 INCHES FROM THE TRACK

THE TALGO

Bizarre train by A.C.F., a major U.S. car builder, is a strong bid to revolutionize railroad travel

U.S. railroads are impaled on a dilemma: they are steadily losing money on passenger business ($426 million in 1947) yet they must replace their ancient passenger cars with new ones that are costlier than ever. A possible answer to this, and to the challenge of the airplane, has been streaking up the Susquehanna Valley at 60 mph this spring on a series of slow test runs. It is an all-aluminum train of short (20-foot) cars which each have only two wheels at one end, the other end resting on the car ahead. Low, light, fast and economical, the new train, modeled after the Talgo, a Spanish-made prototype, was built by the American Car and Foundry Company. This week A.C.F. is introducing it publicly and hopes thereby to begin a revolution in U.S. railroading.



SHORT TALGO CARS ARE CLOSELY COUPLED TO MAKE A CONTINUOUS UNIT. EQUIPMENT CAR (ROUND WINDOWS) CARRIES KITCHEN, TOILETS, AIR CONDITIONING

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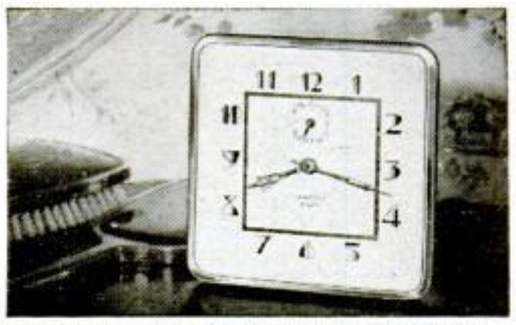
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Kids say "smooth" of Click Pocket Watch— Dad gets break—$2.50



Bright, gleaming, chromium plated Sentinel Click has raised numeral dial—and that popular feature, rotary second indicator. Youngsters and grown-ups alike are strong for this sturdy, reliable timekeeper.

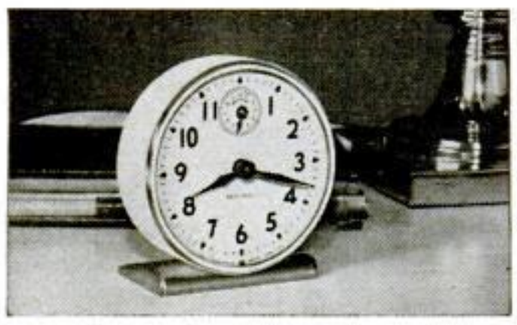
The better the store, the surer you'll find Sentinels



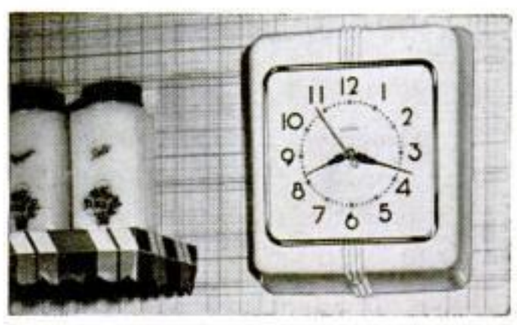
SENTINEL LIBERATOR is an 8-Day Alarm Clock you'll wind once a week—with grace, beauty, and charm. Its case is smooth, glossy ivory finish. Modern dial has highly polished brass plated frame, distinctive hands. Quiet, watch-type escapement. A wonderful alarm clock buy, only **$4.50.**



SENTINEL CAMEO Wrist Watch is a real beauty you'll be proud to own, and a very reliable timekeeper. The smartly designed case has 10 kt. rolled gold plate front, and stainless steel back. Raised numeral dial. Genuine pigskin strap. Looks expensive, but is only **$7.95.**



SENTINEL PRINCE is a little Prince of an Alarm Clock just 3¼" high. Case is gleaming ivory baked enamel. Modern airflow base is satin finish brass plated. Quiet as a mouse, one key winds both time and alarm. Modest price—**$3.50.** Radium dial and hands, only **$4.50.**



SENTINEL KITCHENETTE is a self-starting electric that will dress up any kitchen, and time dinner to the dot. Streamlined, with forward tilt; it's easy to see and clean. Nice clear dial with chromium plated frame. 7½" high. Comes in gleaming white or red "Lustron" plastic for **$4.95.**

Send for free picture folder of Sentinel clocks and watches.

A NAME TO REMEMBER

THE E. INGRAHAM COMPANY
Bristol, Connecticut
Established 1831

In Canada—Toronto 14, Ontario
Prices plus taxes, subject to change, slightly higher in Canada



Ingraham

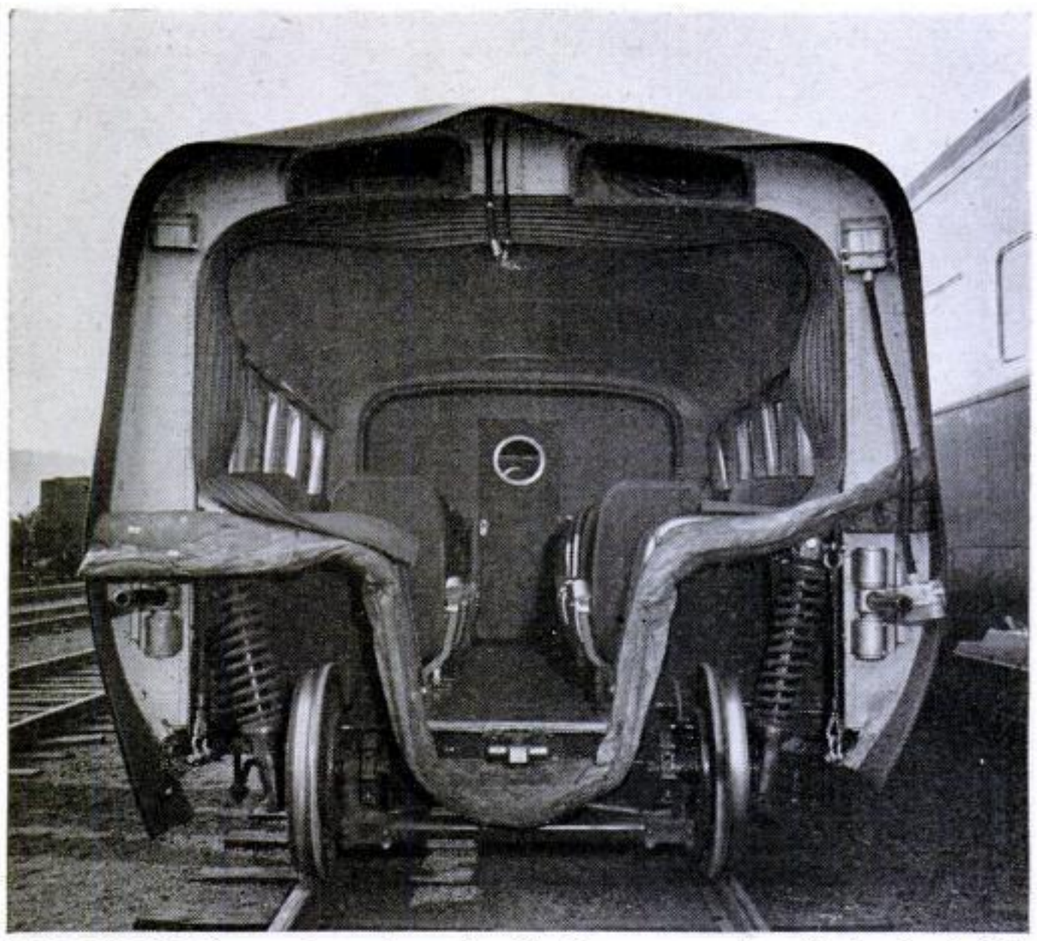
SENTINEL ®

Clocks and Watches

Talgo CONTINUED



INTERIOR view from one car to next shows how doors and vestibules have been eliminated between cars. Cars are also four inches wider than standard.



END VIEW of a car shows how the wheels are set up into the low body. Big springs, containing shock absorbers, give smooth, balanced ride at high speeds.

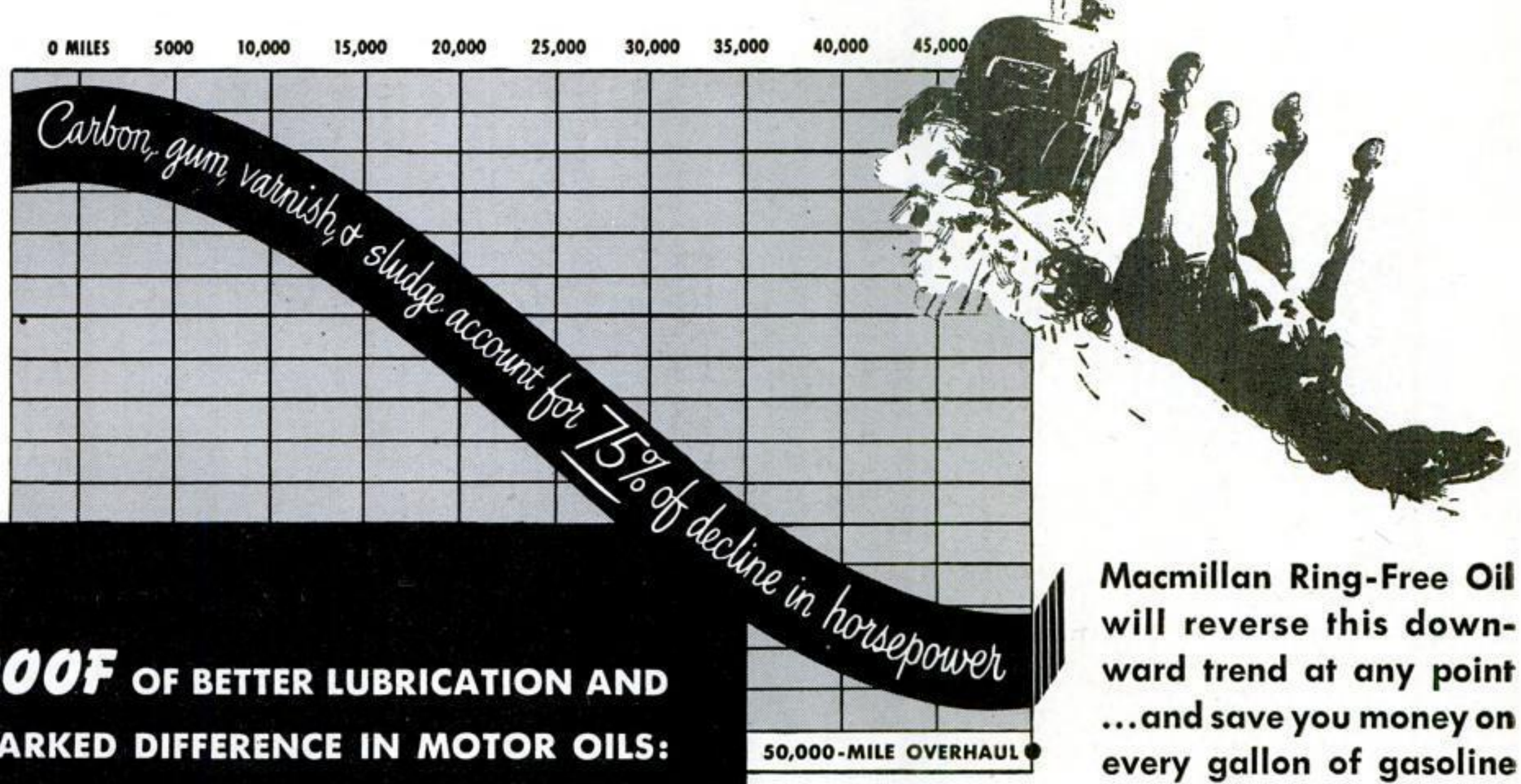


LOW-SLUNG TALGO (*left*) has floor 33 inches below standard car (*right*). Speed and high acceleration of Talgo could cut travel time more than a third.

CONTINUED ON PAGE 88

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STOP buying gasoline to drag around dead horses



Macmillan Ring-Free Oil will reverse this downward trend at any point ...and save you money on every gallon of gasoline

POSITIVE PROOF **OF BETTER LUBRICATION AND THAT THERE IS A MARKED DIFFERENCE IN MOTOR OILS:**

On cars picked at random that had been using 26 other quality oils...by changing to Macmillan Oil the horsepower was increased on an average of over 8%.

THIS MEANS AN 8% SAVING ON GASOLINE

OR OVER 2¢ PER GALLON

OR $2 ON AN AVERAGE OIL DRAIN PERIOD

We guarantee to increase the horsepower in your motor by changing to Macmillan Oil!... See our money-back guarantee at your Macmillan Dealers.

If you doubt these statements, call the Macmillan Distributor and he will arrange for you to witness an impartial test proving these facts in your own car.

*FIGURING GASOLINE AT 25¢ PER GALLON

Macmillan Oil is more than a lubricant—

IT REMOVES CARBON, THUS BY CLEANING THE ENGINE YOU INCREASE HORSEPOWER AND PERFORMANCE AND ALSO INCREASE THE LIFE OF YOUR MOTOR.

No other oil in the world can be made like Ring-Free because of the exclusive patented Macmillan refining process.

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REDUCES WEAR BY REDUCING FRICTION
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RING-FREE
OIL

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The friendly sun can be dangerous. You can't see its potent infrared and ultraviolet rays—but they may cause eye injury unless your eyes are properly shielded.

Girl's Suit by COLE OF CALIFORNIA

TWO WAYS to Play it Smart in the Sun!

Smart LOOKING—and smart SEEING! You're two-ways smart when you enjoy the flattery—and complete protection—that AO Cool-Ray Sun Glasses give your precious eyes:

RIGHT FILTERING to guard your eyes against glare—and the sun's dangerous ultraviolet and infrared rays.

RIGHT CENTERING to protect your eyes from fatigue and discomfort caused by improperly centered lenses.

RIGHT CURVATURE—deeper optical curve—to minimize annoying back-surface reflections.

RIGHT GRINDING and polishing, by skilled craftsmen, to precise optical standards—eliminating irregularities that might cause eye-strain.

AO Cool-Ray SUN GLASSES

Your eyes—only one pair to a lifetime—deserve the best. Treat them to the comfort and protection of AO Cool-Ray Sun Glasses, expertly made and backed by the 115 years of skill possessed only by American Optical Company.

American Optical COMPANY

New STYLES New COLORS!



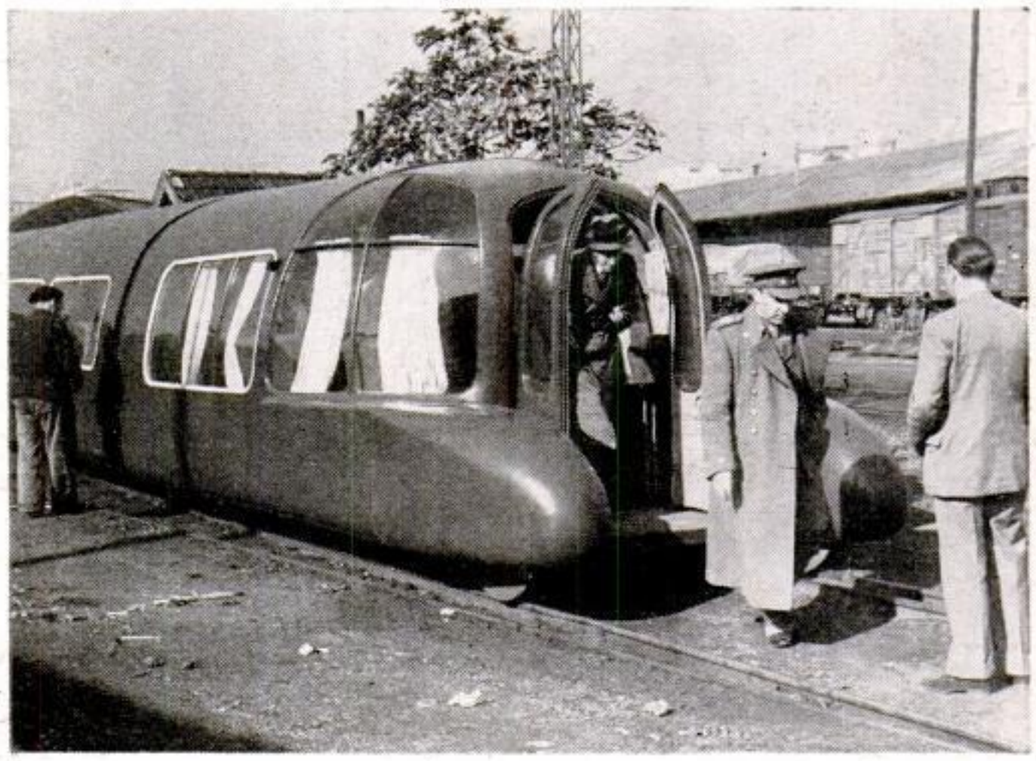


Look your best! Smart AO classics. Crystal, red, blue. For men, women, children.



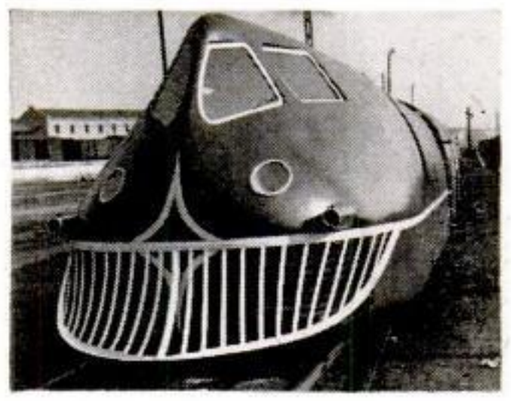
Choice of sportsmen and flyers. Face-Form frame in white metal or gold-filled.

Wide selection of styles and colors. Priced from $2.50 to $10.00



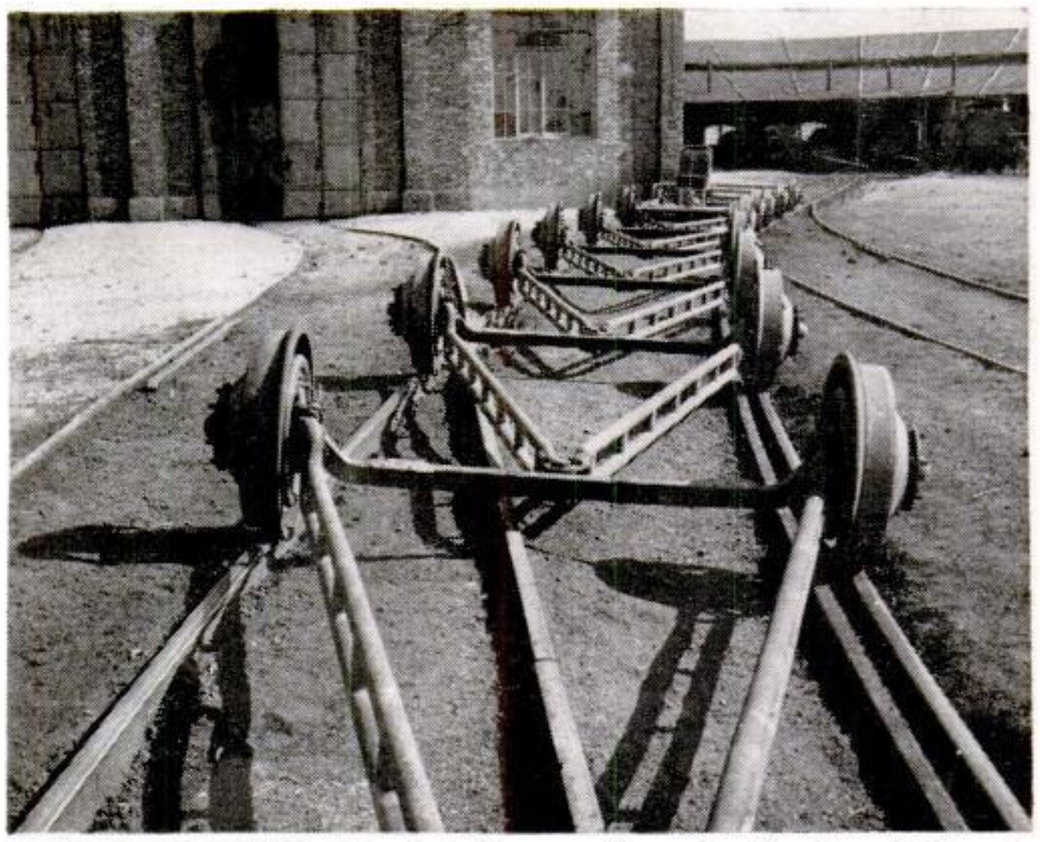
INVENTOR GOICOECHEA (in army uniform) emerges from the sleek and glossy observation car of his second train, built in a Spanish umbrella factory.

TALGO WORKS LIKE A TRAILER



LOCOMOTIVE LOOKED LIKE A BUG

The original Talgo got its name from five initials which also tell its history: *tren* (train), *articulado* (articulated), *ligero* (light), Goicoechea (its inventor), Oriol (the name of the wealthy family that backed it). Lieut. Colonel Alejandro Goicoechea was an obscure Spanish army engineer who, fascinated by the possibilities of improving railroad car design which had changed little in 100 years, began experimenting in 1941 with a radically new kind of train. His first model (*below*) consisted of mere sets of wheels hitched one behind the other like a series of trailers. Each pair of wheels was thus led smoothly along the track and around curves by the preceding pair. By contrast, the wheels of a conventional railroad car, mounted in swivel trucks, find their way around curves by bumping their flanges along the track, with consequent friction, noise and tendency to derail. The second train had a curious locomotive which resembled Der Captain in *The Katzenjammer Kids* (*inset*), but the train's practicality was proved during 80-mph test runs from Madrid to Aranjuez. Now A.C.F. is building two more such trains for Spain and a third (*shown on preceding pages*) so that U.S. railroads can study it and then order. To the U.S. railroad business, which has lost much of its instinct for adventuring, a train that resembles a plane, cannot be backed up for long distances and must operate as a unit may at first appear ridiculous. At second glance, when its low construction cost, swayless comfort, operating economy and high speed are considered, it may look pretty good.



PRINCIPLE OF TALGO train is illustrated by series of trailers which made up Goicoechea's first "train." Likely backers took sooty tours on board seats.

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YOUR DOLLAR GOES FARTHER WITH HANES. BUYING OUR OWN COTTON, SPINNING AND KNITTING IT, GIVES YOU FINE VALUES AT COMMON-SENSE PRICES.

She'll have to hold you tightly

. . . for this Suedeknit Shirt turns pretty heads



Of course, *men* aren't vain. But you might notice how the smart lines of the Hanes SUEDEKNIT* Sport Shirt emphasize "The Masculine Look." Raglan or regular shoulders. Superb knitting—soft as a suede glove. All colors fast to sun or tub. "Top-drawer" values at $1.75 for the crew neck (illustrated) and $2.50 for the two-button polo style. Extra sizes higher.

*Reg. U. S. Pat. Off.



HANES

Fine knitters for 48 years

Sportswear • Underwear • Briefs • Bias-cut Shorts • Children's Sleepers

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.

Choose from 8 colors and white

Sky blue · Desert tan · Chestnut · Pearl gray · Sage green · Burgundy · Canary · Navy

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REFLECTION . . . of PERFECTION

Seagram's 7 Crown



Say Seagram's and be Sure ... of Pre-War Quality

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

MONARCH

World's Largest Family of Nationally Distributed Finer Foods

For citrus juices without fuss,
For vitamins with flavor plus,
For taste that's naturally fine,
Buy juices from the MONARCH line.

For value that your purse will please,
For grandest juice, without a squeeze,
For best of juices in the land,
Your foremost choice is MONARCH brand.

There are 500 foods and more,
Which you can buy in nearby store,
Which Luke and Lucy say are fine,
They are the famous MONARCH line.

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Felix Palm

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HAIR SLICKED BACK IN PIGTAILS, GUSSIE MORAN LOOKS MORE LIKE A HOLLYWOOD STARLET THAN A TENNIS CHAMPION. SHE IS 5 FEET 7 AND WEIGHS 130 POUNDS

GORGEOUS GUSSIE

Now No. 4 ranking tennis player would be No. 1 if looks counted

If good looks could be translated into points on the tennis court, the girl above would probably be the Wimbledon champion this summer. She is Gertrude Augusta ("Gussie") Moran of Santa Monica, Calif., who on March 26 relied on a powerful forehand drive rather than her looks to win the U.S. women's indoor singles tennis championship in New York. Although duly impressed with her skill, sportswriters were careful to note that Miss Moran has lively green eyes, the face and figure of a movie starlet and is the most attractive raw material they have had to write about for some time. Inevitably Miss Moran was quickly nicknamed "Gorgeous Gussie."

Until her indoor victory, she was little known off the courts. She never took the game very seriously until 1947 when she cut out social tennis with Hollywood friends. In the past nine months she has won three major tournaments and now, at 26, Gussie ranks No. 4 among U.S. women players.

CONTINUED ON NEXT PAGE

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Englander

AMERICA'S MOST LUXURIOUS mattress

No matter how you sleep or what you weigh,
you sleep better on an Englander



LAZYBONES
159 LBS.



CATNAPPER
119 LBS.



COMMANDO
94 LBS.



Englander Red Line brings you the first
really new mattress idea in 50 years

FOR YEARS THIS . . . FOR YEARS THIS . . . NOW! INDIVIDUAL SPRING ACTION



Coils held together at top and bottom by cotton sacks. This method prevents individual spring action.



Coils held together at top and bottom by wire. This method prevents individual spring action.

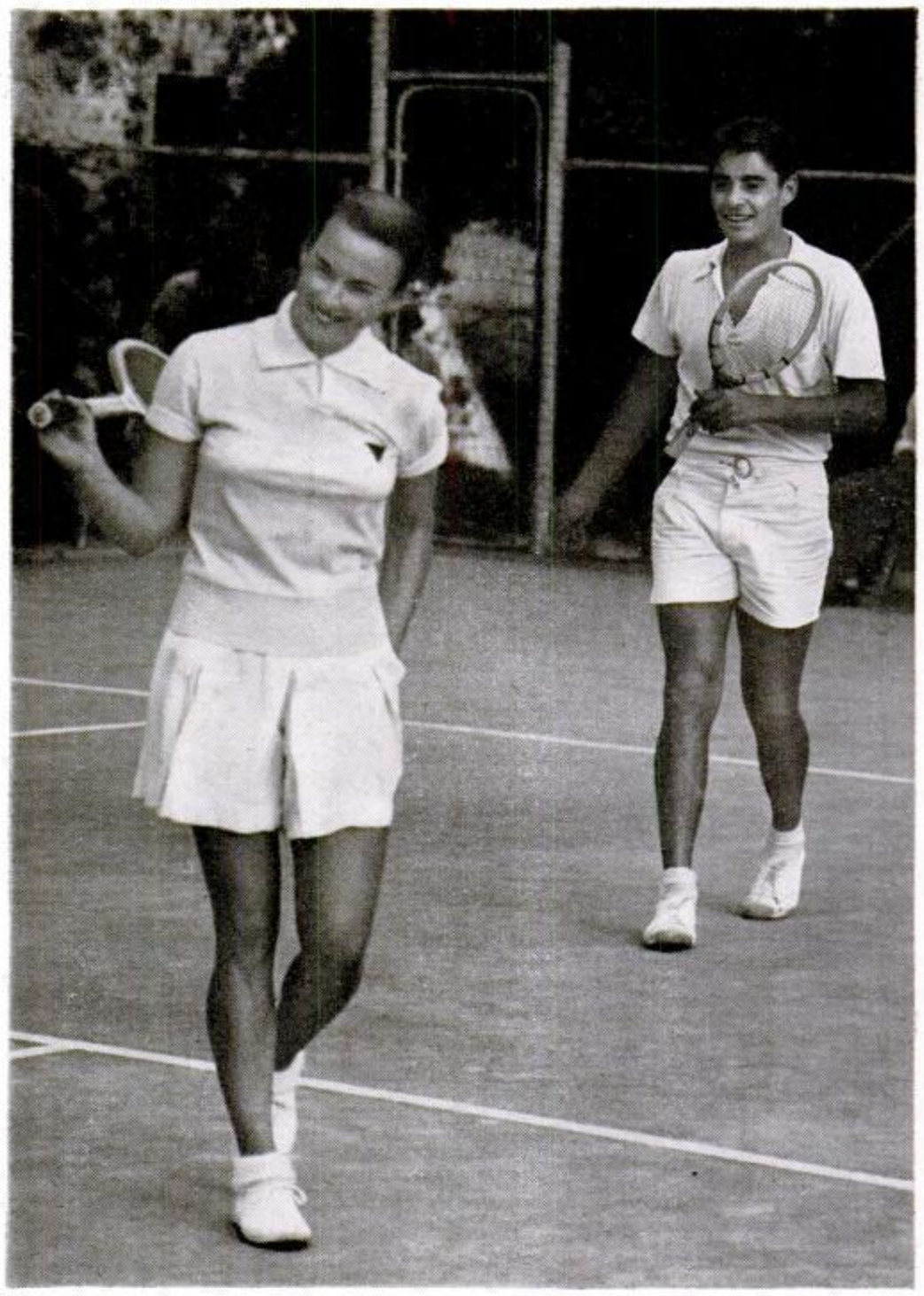


Englander coils are held together *only at the center* by flexible ribbons of steel. This exclusive method *permits* individual spring action.

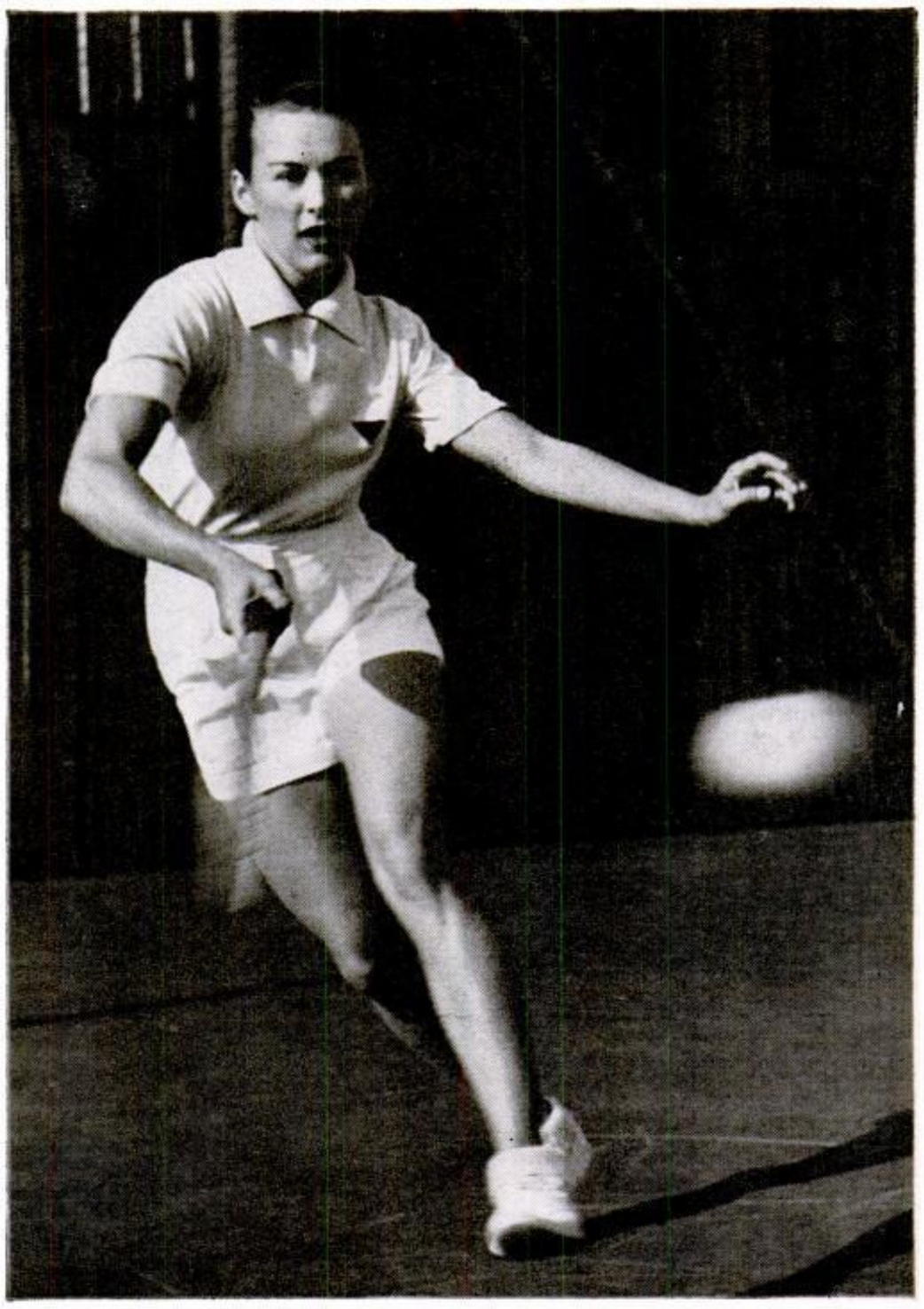
That's why the upper half of an Englander cushions and cradles your body. "Roll-to-the-middle," when sleeping double, eliminated. Lower half supports you firmly, healthfully, as doctors recommend.

© 1949, The Englander Company, Inc., Chicago, Illinois

Shown above, the new Super Bodyguard — $49.75. Other Englander Red Line mattresses (twin or full size) or matching box springs to $79.75.



IN DOUBLES MATCH Gussie teams with "Pancho" Gonzales, U.S. men's singles champion, in one of many exhibitions she now plays around Los Angeles.

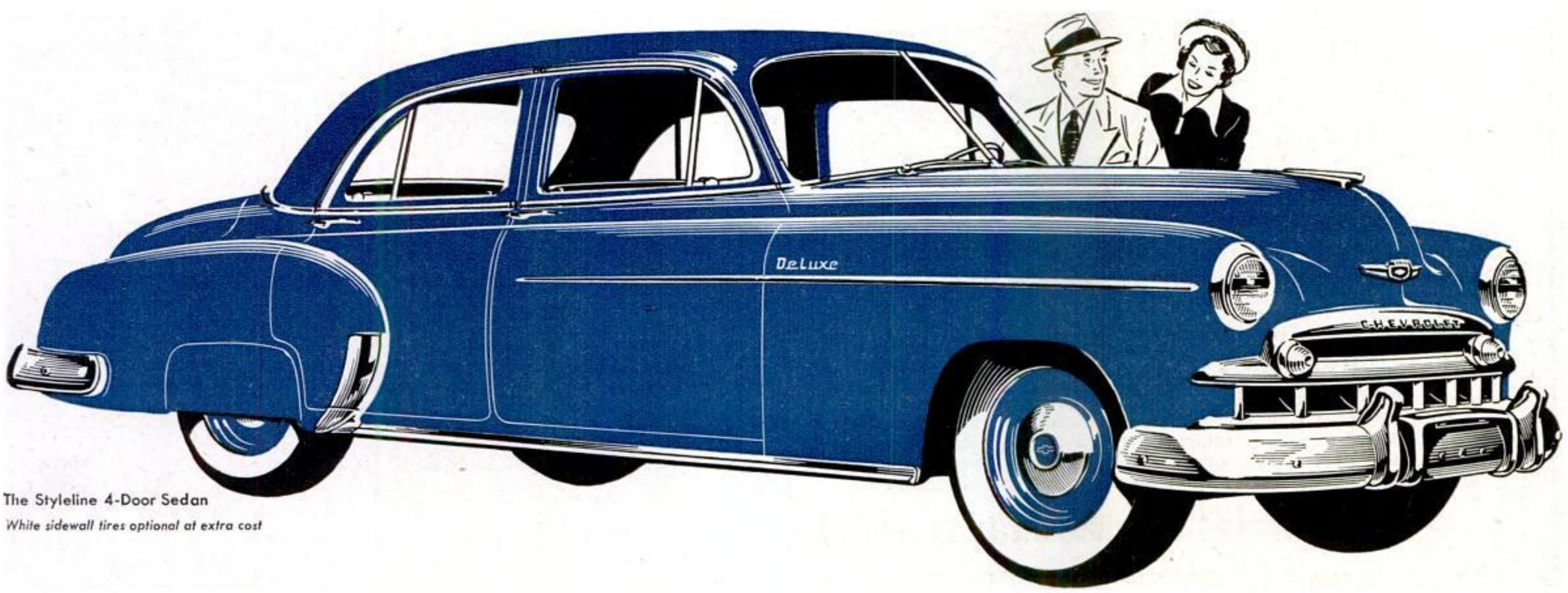


GUSSIE'S FOREHAND is her most effective stroke. Her main weakness is Irish temper which sometimes rises in middle of a match and ruins her game.

CONTINUED ON PAGE 94

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CHEVROLET



The Styleline 4-Door Sedan

White sidewall tires optional at extra cost

You'll prefer Chevrolet in <u>every</u> way—

it's the most Beautiful BUY *of all!*

Yes, you'll prefer Chevrolet in *every* way, for it brings you a rare combination of *all* the fine qualities you want in a motor car, at the *lowest prices* and with outstanding economy of operation and upkeep.

That's why men and women in every city, town and state in America are calling this car *the most beautiful buy of all* for styling and stamina, for roominess and riding ease, for dependability and driving ease, and for all-round performance with economy, as well as for all-round safety.

Follow your own motor car judgment—and America's motor car judgment, as well—and visit the showroom of your nearest Chevrolet dealer. See the wonderful new motor cars he has on display, and we believe that you, too, will soon be calling them *the most beautiful buy of all!*

CHEVROLET MOTOR DIVISION, *General Motors Corporation*, DETROIT 2, MICHIGAN



The most Beautiful BUY for Driving and Riding Ease—with new Center-Point Design. You'll experience *an entirely new kind* of driving and riding ease when you own a Chevrolet. Only new Center-Point Design—including Center-Point Steering, Center-Point Seating, Lower Center of Gravity without reducing road clearance and Center-Point Rear Suspension—can give such results; and only the new Chevrolet offers Center-Point Design at lowest cost.



The most Beautiful BUY for Styling. Here, indeed, is the most *beautiful* expression of today's trend in car-styling. And that's true from every point of view—inside, outside, all around the car! For Chevrolet is the *only* low-priced car that brings you the clean, curving lines, sparkling colors, and rich upholstery and appointments of Body by Fisher, which are featured elsewhere on much higher-priced cars.

The Most Beautiful BUY for Performance with Economy. Nowhere else will you find such a perfect *balance* of power, acceleration, economy and dependability as you'll find in Chevrolet's Valve-in-Head engine. That's why more and more makers in all price fields are adopting the Valve-in-Head principle. And Chevrolet has the *world's champion Valve-in-Head engine*, holding all records for miles served, owners satisfied and years tested and proved.



The Most Beautiful BUY for All-Round Safety. You and your family *surround yourselves with safety* when you have the five-fold safety protection exclusive to this one low-priced car: (1) New Certi-Safe Hydraulic Brakes; (2) Extra-Strong Fisher Unisteel Body-Construction; (3) New Panoramic Visibility; (4) Safety Plate Glass in windshield and all windows, and (5) the super-steady, super-safe Unitized Knee-Action Ride.

The Most Beautiful BUY for Comfort. Here is comfort absolutely unequalled in the entire field of low-cost motoring . . . born of new Super-Size Interiors with "Five-Foot Seats" and extra-generous head, leg and elbowroom . . . and of an advanced heating* and ventilating system in a "car that breathes," inhaling outside air, exhaling stale air, and keeping glass clear and free from fogging. *(Heater and defroster units optional at extra cost.)



AMERICA'S CHOICE FOR 18 YEARS CHEVROLET FIRST FOR QUALITY AT LOWEST COST

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"Got a minute? Have a Hires!"

Jimmy, too, has calls to make. And right now he doesn't appreciate Suzy at all. But he will appreciate the Hires. It's got that delicious, sparkling flavor with the velvet edge — because it's blended from real root juices. Take Hires home with you in the handy six-bottle carrier. Choose ice-cold Hires at fountains and coin machines.

Makes a minute mean so much!

SONOTONE

FOR BETTER HEARING



WILLIAM S. FAUGHT, Boise, Idaho, Consultant, for 14 years serving the hard of hearing. One of Sonotone's 700 Coast to Coast experts.

SEE SONOTONE IN 'PHONE BOOK
OR WRITE SONOTONE, ELMSFORD, N. Y.



FLAVOUR CANDY CO., Chicago 12, Ill.



"O.K.—which one of you eight-balls took the Wheaties?"

Boys will be boys . . . when they spy Wheaties — famous training dish. "Rookie of the Year" Alvin Dark of the Boston Braves has eaten these 100% whole wheat flakes, with milk and fruit, since childhood. Nourishing! Second-helping good too. Had *your* Wheaties today? "Breakfast of Champions"!

Gorgeous Gussie CONTINUED



PLAYING VOLLEYBALL, Gussie reveals a figure that meets Hollywood standards. She has played several bit parts but has not seriously tried movies.



SKETCHING, she works with pastels given to her by Actor Burgess Meredith. Another hobby is designing tennis clothes, which are made by her mother.

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Most engine wear caused by *Acid Action*—not friction!



Unique "X" safety factor counteracts Acid Action created by "On and Off" driving

It's not friction, as generally assumed, that causes the most engine wear!

It's Acid Action—chemical etching of engine parts that takes place in the low operating temperatures of today's "On and Off" driving!

In your short trips about town, to the library, the school, the store—your engine is intermittently "On and Off". . . runs for brief periods of time only. Hence it seldom warms up to efficient operating temperatures. It runs "cold." In these short "On" periods, combustion may be incomplete and partially burned fuel gases and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting Acid Action that accounts for up to 90% of your engine's wear!

Shell Research worked all out on this problem . . . developed a unique "X" safety factor to combat Acid Action. Now, 2½ million miles of road testing—and millions of miles of use by motorists—have proved conclusively that with this "X" safety factor Acid Action is effectively counteracted—engine life is prolonged.

This triumph of Shell Research—another Shell "first"—comes to you only in Shell X-100 Motor Oil. This oil, long famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive. It is unequalled by any other motor oil, no matter its price.

Let your Shell Dealer drain, flush and refill your crankcase with Shell X-100 Motor Oil today.

It's Incomparable!

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PONAPE
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BIKINI
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UJELANG
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THE TRUST TERRITORY

ITS 2,130 ISLANDS FORM A NEW U.S. DOMAIN IN THE PACIFIC

PHOTOGRAPHS FOR LIFE BY ELIOT ELISOFON

AMONG the many new and curious responsibilities assumed by the U.S. as a consequence of World War II is the rehabilitation, maintenance and defense of Paradise. In this instance Paradise is the Trust Territory of the Pacific—a great sweep of islands running west and north across three million square miles of ocean between Pearl Harbor and the Philippines. The Trust Territory has 2,130 islands, organized in three great archipelagoes (*opposite*). It has 50,000 Micronesian natives, some of them still in grass skirts (*right*). It is the home of the trade winds, the outrigger canoe and the atomic proving ground of Eniwetok. The Trust Territory is the new name for the system of South Sea Islands which Japan held and illegally fortified under the old League of Nations mandate. These islands were torn from Japan by the force of U.S. arms, at Kwajalein, Saipan and Peleliu. Although they are officially held in trust for the United Nations, they have been declared a strategic area in the custody of the U.S. and it can close them to other nations at will. They are not the property of the U.S., but for practical purposes they form a new "American empire" in the Pacific.

Because of its strategic importance, the Trust Territory thus far has been administered by the U.S. Navy. The problems have been considerable. It quickly became clear that Uncle Sam would have to be Uncle Sugar too, if the native population was to survive. There was a time when an island couple could live nakedly and happily on breadfruit, coconuts, soft music and moonlit love. But that was before the advent of the Mother Hubbard, the bicycle, and the Sears Roebuck catalog. The Navy has set out to repair native health, satisfy native wants, prepare the islanders for democracy and still preserve Micronesian culture. To find out how this project is getting along, a LIFE team of Assistant Editor Richard W. Johnston and Photographer Eliot Elisofon toured the new U.S. island domain. Their report appears on these 14 pages.

←**THE TRUST TERRITORY** embraces the Marshall, Caroline and Marianas Islands. On this map by Covarrubias a Navy PBY flies past a colorful old Spanish missionary church. At extreme left is a men's clubhouse on Palau, a native carving and a Yap dancer with stone money. The coconut, banana, breadfruit and pandanus are staples in the Carolines. The outrigger canoe, the "automobile of the islands," is often navigated with the aid of the stick compass shown under wing float of the PBY.

AN UMBRELLA SHADES TWO LADIES FROM YAP →



IN THE PALAU ISLANDS A NATIVE POLES A ROWBOAT WHICH IS FITTED WITH A SAIL FROM AN OUTRIGGER CANOE

IN THE MARSHALLS A NATIVE BOY STANDS ON A HUGE



TRUK TRADING COMPANY holds a directors' meeting in a warehouse on Moen Island. Some 600 Truk natives own all of stock in this model corporation.

THE NAVY RULES DOMAIN OF COCONUTS AND KINGS

The present seat of government for the Trust Territory is the U.S.-owned island of Guam which is not a part of the trusteeship. The choice of Guam was dictated by logistics—naval cargo ships can be used to bring out supplies for the islanders and to haul island copra back to San Francisco. The Territory has been divided into four parts—the Marshalls, the Eastern Carolines, the Western Carolines, and the Northern Marianas—and each section has a naval governor who is answerable to the Territory's operating boss, Rear Admiral Leon Fiske (*far right*), at Guam. Fiske is deputy to Admiral Arthur Radford at Pearl Harbor, who is both Pacific Fleet commander and High Commissioner of the Trust Territory. These governors work through island chiefs or kings. The Territory's principal asset is beauty (*above*), but its marketable products are copra (the dried meat of coconut), woven handicraft, trochus (mother of pearl) and tortoise shell. The Navy has set up the Island Trading Company to buy these products and to bring in useful Stateside items. The ITC has served a four-fold purpose: it has provided a market for native goods; it has kept prices within native means; it has encouraged native enterprise like the Truk Trading Corporation (*left*); and finally, it has made enough money in the world copra market to finance part of the health and education programs.

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TORTOISE WHOSE SHELL WILL BRING $1.75 A POUND



IN THE CAROLINES A NATIVE PREPARES TO HARVEST THE COCONUTS WHICH WILL BE DRIED TO PRODUCE COPRA



AT NATIVE STORE on Ponape a Carolines woman, wearing an American-made gown, buys groceries imported from the U.S. by Island Trading Company.



THE BIG CHIEF of Trust Territory is Admiral Fiske (*left*), shown here with Captain R. B. Randolph and J. J. O'Connor, until recently top civilian of ITC.

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THE ANCIENT CUSTOMS of the islands survive even though Navy planes now bring the Western world right to the coral beaches. At Pulawat (*above*) native women file warily around a PBY, walking in the stooped position which tradition says they must always assume in the presence of men. At left the governor of the Eastern Carolines, Commander Edward Nelson, listens as King Tawachu of Pulawat explains the customs of his people to a visiting anthropologist.



THE ANCIENT MONEY of Yap is collected in this palm grove in a municipal treasury. The huge stone pieces are quarried on Palau and brought to Yap by outrigger canoe. They are used only for large transactions such as the sale of a house, real estate, or the ransom of a mistress. Told that U.S. money is now legal tender in Yap, a chief remarked, "First Spanish money no good, then German money no good, now Japanese money no good. Yap money always good!"

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A YAP ISLAND BEAUTY, HER HAIR AND ARMS ADORNED WITH RED HIBISCUS, JOINS IN THE FIERY RHYTHM OF THE STICK DANCE. HER BLACK NECKLACE SIGNIFIES MATURITY

DANCE SURVIVES AS A GREAT NATIVE ART

When Captain Cook first came upon them in 1769, the warlike natives of the Pacific Islands danced a great deal—sometimes to celebrate old or new love, sometimes to appease their always angry gods, sometimes to inspire their warriors with the legends of ancient battles. The missionaries brought peace to Oceania, but they also brought the Mother Hubbard and a rigid suppression of the dance. In Hawaii the once lovely hula barely survives. There is little dancing in the Marshalls and almost none in the Marianas. Only in the western Carolines do the dance forms of the Trust Territory still possess the look and some of the frenzy of olden days.

This is particularly true of the island of Yap in the western Carolines. While the Ponape girls dance modestly in chemiselike garments called *simis* and Ponape men often wear khaki shorts under their ceremonial grass skirts, the women of Yap remain defiantly bare-breasted and the men cling to the ancient breechcloth. The Yapese women dance with a fierce intensity (*above*), their heavy grass skirts swirling around their stamping feet. In the stick dance they clash together hollow bamboo canes to provide a rhythmic punctuation for the chant—a chant which tells a legendary story of the days when the great Yap chiefs ruled the Western seas.

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THIS STICK DANCER is Esta, who came to Ponape from the Mortlock (Nomoi) Islands. His skirt is worn over a pair of ordinary American trousers.

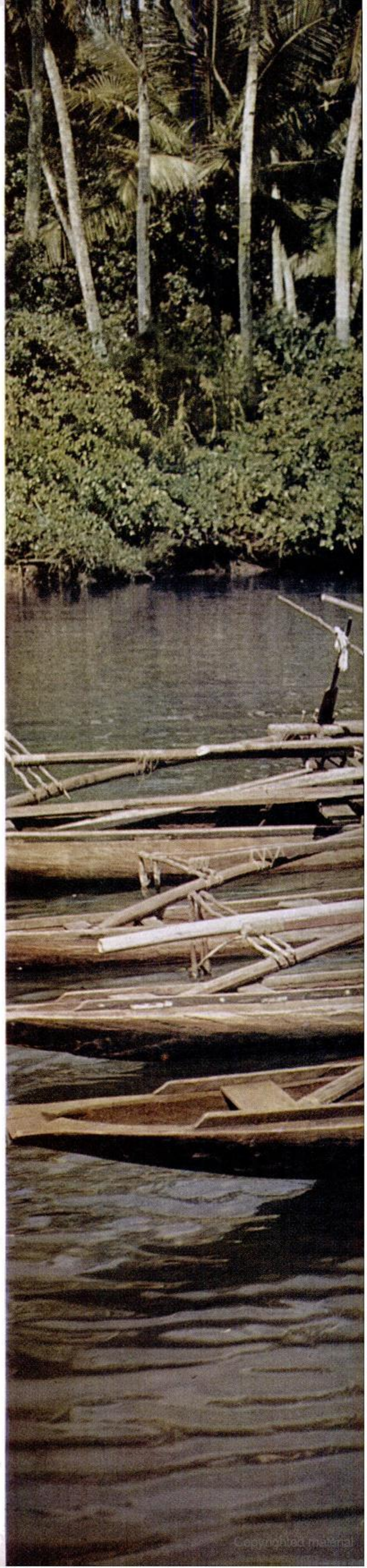
CLUB, PADDLE AND WAR CANOE

Although the Micronesian wars belong to history, the war club, the paddle and the war canoe still figure largely in the native dances. The gyrating Carolines "warrior" above is leading a Ponape version of the stick (club or spear) dance; the bare-breasted Yap women seated below are performing a less vigorous variation of the same ritual. In a streamlined combination of these two dances both the men and the women participate. However the most spectacular dance of all remains the traditional canoe *kaepir* (*right*). Here 18 husky Ponapeans, anointed with coconut oil and wearing freshly cut grass skirts and bright floral wreaths, chant and sway on outrigger canoes which have been lashed together and paddled away from the shore. As they dance they strike their paddles on the hollow bamboo rail to sound a savage jungle beat.



WOMEN OF YAP, decked with frigate feathers, also "dance" with arms, shoulders and bamboo sticks.

THE CANOE DANCE (*right*) is performed on thin planks laid across gunwales of five long outriggers. →



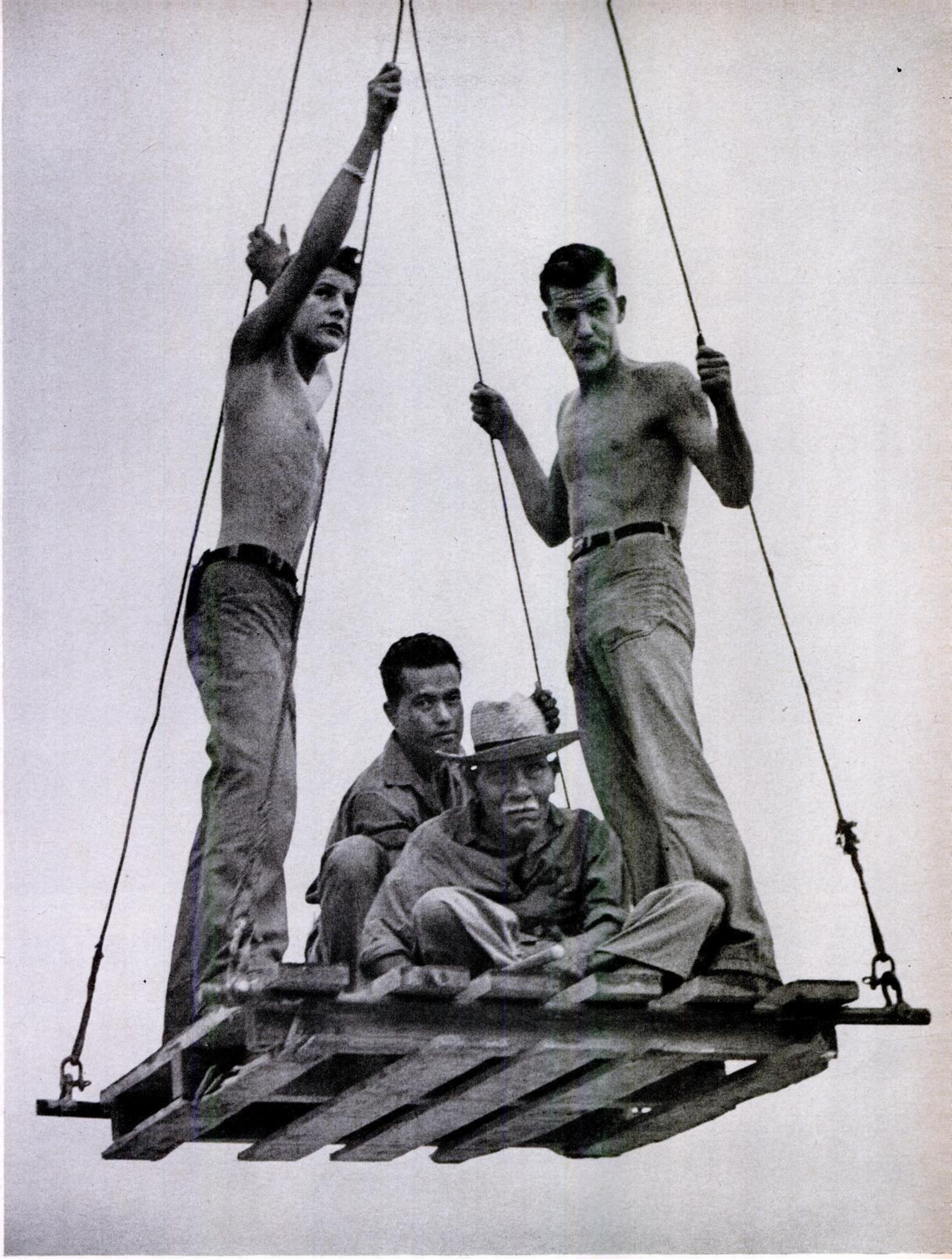
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THE PEOPLE OF PONAPE present composite of four dances—*sapeh*, *dokiya*, *wehn* and *kaepir*. Lower row of women strike the plank with their hands (*sapeh*). Women in second row use dance sticks (*dokiya*). First row of men make rhythmic movements (*wehn*), and men in top row use paddles to augment the *kaepir* chant.

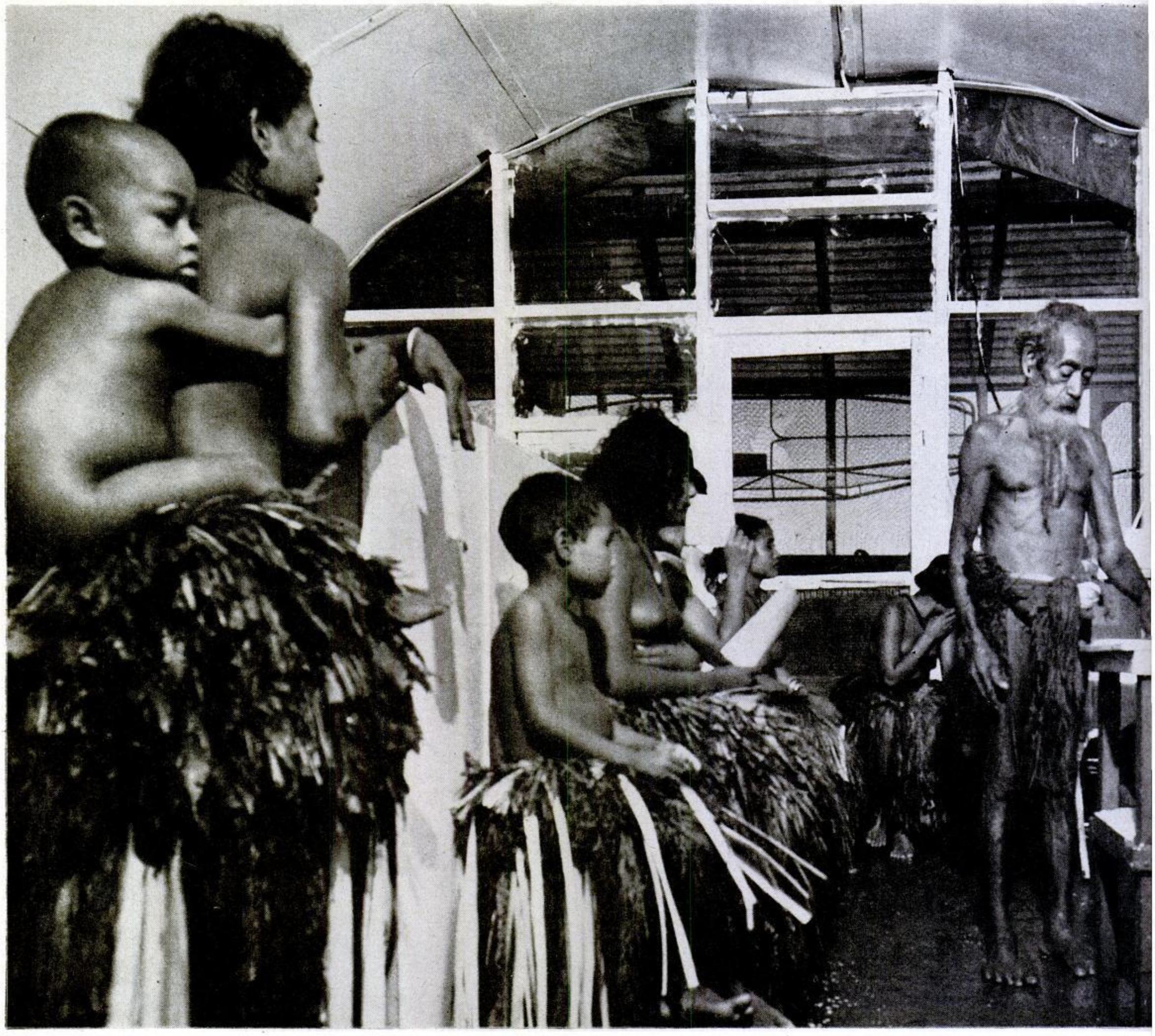
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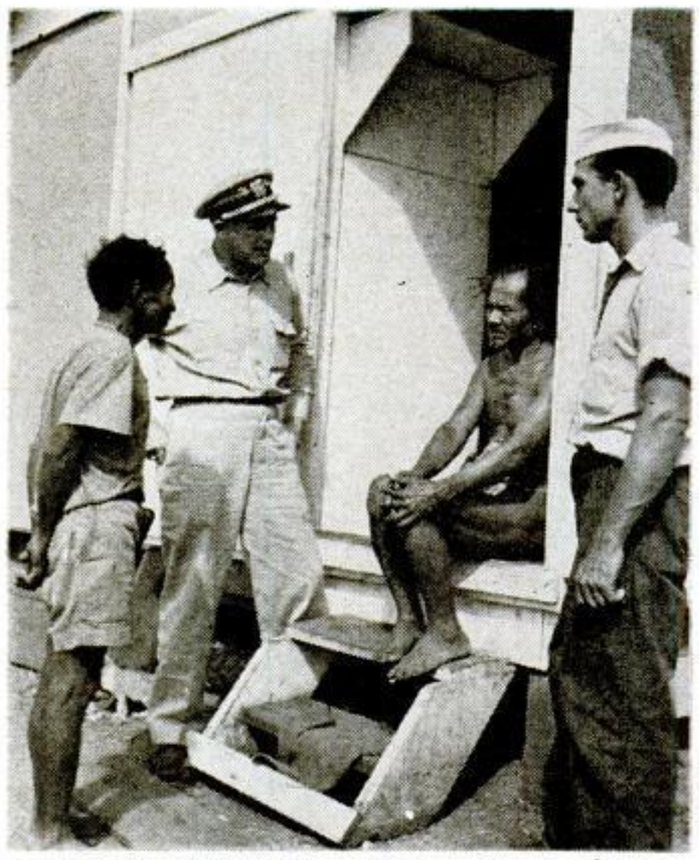
THE PEOPLE OF BIKINI, unlike the happy people of Ponape (*opposite*), have suffered greatly from the coming of the atomic age. Here their aged ex-chief Lokiar (with straw hat) is hoisted aboard Navy LST for trip to Kili, the Bikinians' new island home. They nearly starved on Rongerik, where they were first resettled.

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ON ISLAND OF YAP AN OLD MAN, SEVERAL WOMEN AND THEIR NAKED BABIES VISIT A NAVY CLINIC TO GET PENICILLIN SHOTS FOR YAWS, A SPIROCHETE DISEASE WHICH



AT LEPER COLONY on Tinian, Dr. Jack Millar talks with leper named Tamag, who is Yap sub-chief.

SCIENCE IS SAVING ISLAND LIVES

In the last 400 years death has visited the islands of the Trust Territory in many guises. Most recently it has come, with great violence, from the seas and sky. But World War II had a far less devastating effect on the Micronesians than another earlier Western import—disease. Smallpox, typhoid and measles came with the white men, and two thirds of the islanders—possessing no immunity to these scourges—died in the epidemics that followed.

Today, for the first time in a century and a half, the trend is reversed. The population is growing. This is directly attributable to the Navy's public health program. Actually there are two programs, one to provide immediate care, another to train native nurses, aides and doctors. To provide a scientific survey for both projects and to render immediate aid where it is needed, a Navy medical ship is touring the islands. Doctors and dentists also accompany the smaller ships which make regular field trips to the outer islands (*right*).

Yaws, the principal native complaint of the Trust Territory, is yielding rapidly to penicillin (*above*). Tuberculosis is widespread, but the Navy is increasing hospital bed facilities at Saipan and elsewhere. Better sanitation may eradicate intestinal parasites, another chronic disability. Lepers from Yap, the Marianas, Truk, Guam and Jaluit are getting the most modern treatment at Tinian (*left*).

These immediate objectives are supplemented by the native training program. About 150 island boys and girls are being taught sanitation, nursing and simple medication at dispensaries throughout the territory. Carefully chosen graduates of island schools are brought to Guam, where they get three-year courses in dentistry, nursing and medicine which will qualify them as general practitioners of Micronesia.

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RESEMBLES SYPHILIS BUT IS MUCH MORE EASILY CURED



AT GUAM SCHOOL for nurses Eiuik Simit, a girl from Truk, wheels the hospital's practice dummy.



A TRAVELING DENTIST, Dr. Aaron A. Jaffe, prepares to pull an aching native tooth at Ailinglapalap atoll. An Army veteran employed by Navy, he wears flower lei given him by the grateful islanders.

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A NAVY WIFE, Mrs. R. L. Coith, teaches seventh grade (*above*) at the Saipan elementary school. Below: pupils at the Likiep atoll parochial school get an outdoor English lesson from missionary teacher.



A NATIVE, Miss Josephine B. Blanco, 22 (*below*), uses a chart to warn first-grade tots at Saipan of the dangers of worm infestation. The school has 881 students and 19 teachers, 13 of whom are Saipan natives.



PROTESTANT leader, Eleanor Wilson, is sponsored by New England's historic Boston Mission.

SCHOOLS TEACH ISLAND LIVING

The first great American educational program in Micronesia began in the 1850s, when the American Board of Foreign Missions (Congregational) sent Protestant emissaries to the war-plagued islands. These pioneers of the famous Boston Mission confined the natives in unhealthful Mother Hubbards, but they also helped bring permanent peace to the feuding rivals. Today the mission is represented by liberal Eleanor Wilson (*above*), who is generally in agreement with the Navy goal for island education: "to learn to live a healthy, happy life in one's own environment." So, too, are the missionary Catholics although they maintain their own schools (*left*). The Navy has established schools throughout the territory and has set up a sort of "university of Micronesia" in the Carolines. Taught now by educated natives, civilian employes and Navy wives, they eventually will be staffed by bright young islanders like Tatasi (*opposite*), a student at the Pacific Island Teacher Training School (PITTS) on Truk.



CATHOLIC missionary Father Thomas Feeney, S.J., directs his church's program in the Marshalls.

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A STUDENT AT "UNIVERSITY OF MICRONESIA" WEARS HAT WOVEN OF PANDANUS FIBER



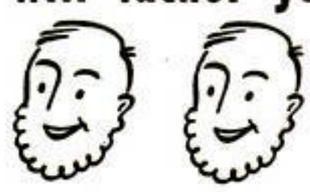
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THE U. S. IS FULFILLING ITS TRUST OBLIGATIONS

Under the terms of the U.N. agreement the U.S. is committed to a program in the Trust Territory which will benefit the people, encourage respect for human rights and someday lead to independence. This would be a difficult assignment even if the island peoples had a common language, a common culture or had reached a common stage of development. They do not and have not. The Trukese cannot converse with the Marshallese, or the Chamorros of the Marianas with the natives of Yap. There is a gap of centuries between the "Coca-Cola culture" of Saipan, with its highways and electric lights, and the primitive life of Puluwat. Only their brown skins, their ancient origins and a universal fear of ghosts link residents of the Trust Territory.



TWO CHIEFS, Navy Captain Vest and Lajolin, Radak heir, study map.

The disparities are emphasized by the geographic distances and differences separating the islands. For example, Kusaie and Palau, both in the Carolines, are 1,718 miles apart; the largest land mass, Babelthuap, has 188 square miles of volcanic rock and soil, while in the atolls there are inhabited coral outcroppings no larger than a city block. The Navy has tried to suit its administration to local custom and to utilize native island-governing machinery. Admiral DeWitt Ramsey, predecessor of Admiral Radford as high commissioner, said recently, "The Navy does not govern these islands. We administer them. We intend to administer them for the benefit of the inhabitants." Admiral Fiske has added, "We advocate self-government—not necessarily democracy."

To understand this cryptic remark, it is necessary to examine the political systems prevailing when the Navy took over. Throughout the Marshalls and Carolines, government for centuries has been vested in local chiefs who may "own" a whole island, or only a district. The system is usually matrilineal, meaning that a chief is succeeded by the husband of his eldest daughter. The Navy learned early in its tenure that any abrupt change from this system only confused the natives.

Democracy is a brand-new, and largely meaningless, word to most islanders. The Japanese maintained good schools at Truk and Saipan and in general treated the natives well before the war. But the Jap regime was authoritarian rather than democratic. The Navy's present education program, prepared with the assistance of distinguished U.S. educators and anthropologists, is designed to condition the natives for democracy and at the same time re-equip them for life in the islands. English is taught as a common language. There is much stress on agricultural production, fishing, net-making and similar skills, many of them lost or abandoned under the Japanese. An example of the gradual, local introduction of democracy is found in Ponape, where the aides to the hereditary *nanmwarkis* (district chiefs) are now elected. The Bikini people chose Kili as their new home by secret ballot, and an elected municipal council runs the town of Chalan Kanoa on Saipan.

Simultaneously the Navy is teaching the natives the fundamentals of local and world trade through the Island Trading Company and is encouraging them to establish wholesale corporations of their own. The native-owned Truk Trading Company has assumed the old functions of ITC on that island. To prevent exploitation, the Navy controls prices and markups in the Carolines and Marshalls, and all ITC copra profits are reinvested in the territory. By contrast, Saipan and Tinian—being relatively Westernized and with diverse resources—are not subject to price control and in consequence are suffering from inflation.

Ultimately the Trust Territory will pass from control of the Navy to a civilian agency, probably the Interior Department. A joint resolution proposing an organic act for the Territory is now before Congress. It provides for courts, district councils and, eventually, a Territorial legislature. But that is all in the future. In the meantime the U.S. is serving an admirable function. It is rebuilding native health and economy and, most important of all, it is proving that a democratic nation can help develop a "backward area" for the benefit of the inhabitants and without destroying their culture or exploiting them.

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MILTON'S MARATHON

Cancer Fund TV show offers 16 hours of Berle

No comedian ever had it so good. At a cost of only 16 hours of his valuable time and a lot of his energy, Milton Berle, TV's most successful comic, performed over NBC's TV network from noon on April 9 to 3:55 a.m. the next day, probably the longest sustained vaudeville performance on record. It was a one-man show to raise money for cancer research through the Damon Runyon Memorial Fund. The reward for a pledge of money to the fund was a chat with Berle, who said "Hello" and "Thank you" approximately 5,500 times. Berle ground out charm for youthful donors, mugged into the cameras and cavorted with a vast assortment of show people. The few breaks in the all-Berle program came when Berle changed suits (four times), shirts (eight times) or shared the spotlight—when the TV program briefly switched to a race track—with a bunch of horses. By the time it ended the next morning, Berle's clowning had brought pledges of more than a million dollars.



BEHIND BATTERY OF TELEPHONES Berle answered calls constantly. Calls were relayed through a special hookup to on-stage chorus girls and models who then switched them to Berle.



1:40 P.M. Berle hogs camera by placing hand over announcer's face. Guests were shooed off stage quickly.



3:02 P.M. Singer Jean Sablon is allowed to get off one solo, but Berle manages to get into this act too.



3:35 P.M. While cameras switched to race track Berle hurried to dressing room for a quick change.



3:45 P.M. Berle busses Copacabana girl Wendy Bartlett. Chorus girls, models worked phones in shifts.



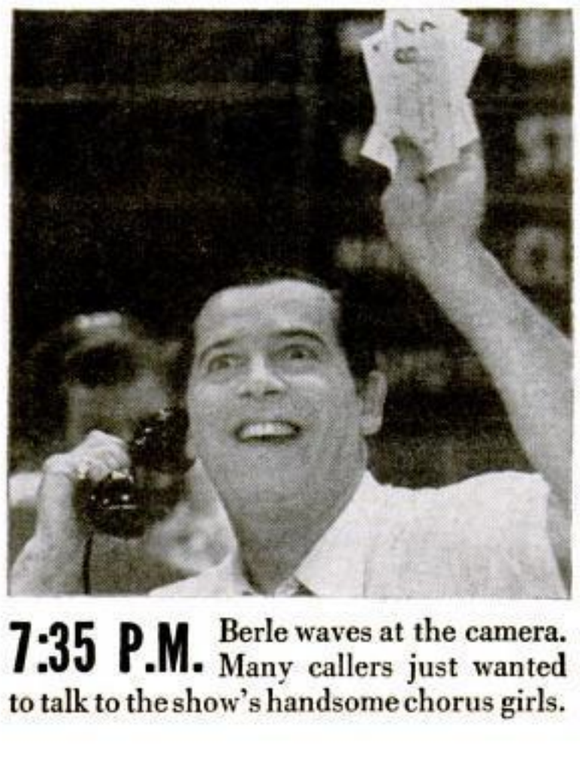
5:32 P.M. Berle reads a list of pledges with sister Rosalind, who managed backstage telephone operators.



5:47 P.M. Ex-Prizefighter Barney Ross gets a fatherly pat on his graying head from Berle. Like all the other guests, Ross was half submerged in a low guest chair, was allowed to say very little, looked glum while Berle clowned happily.



6:20 P.M. Berle yanks off coat as Benny Rubin appears. Comic Rubin was no match for Comic Berle.



7:35 P.M. Berle waves at the camera. Many callers just wanted to talk to the show's handsome chorus girls.



8:35 P.M. Berle struts with Eddie Condon's band. He also tried out the drums and tooted a clarinet.



9:16 P.M. On quiz show H. V. Kaltenborn found no humor in, "I knew Kalten before he was born."



9:36 P.M. Berle bundles up to protect his throat as he leaves the quiz show. His voice held up fine all night.

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BERLE OPENS SHOW with NBC Head Trammell and Mayor O'Dwyer (*left*), victim of wire tappers. Berle's crack that phones were untapped fell flat.



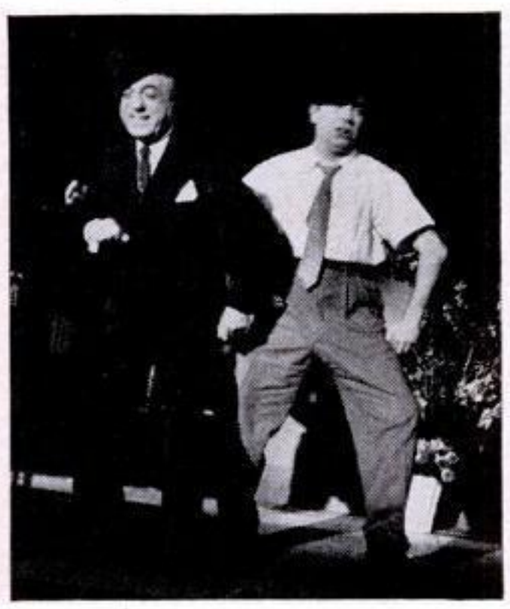
5:20 P.M. Berle's mother, usually invisible when Berle addresses her, shows up to change his chair ("That seat's too hot for Milton") and be butt of jokes like, "Show your teeth, Mother, but don't take them out!"



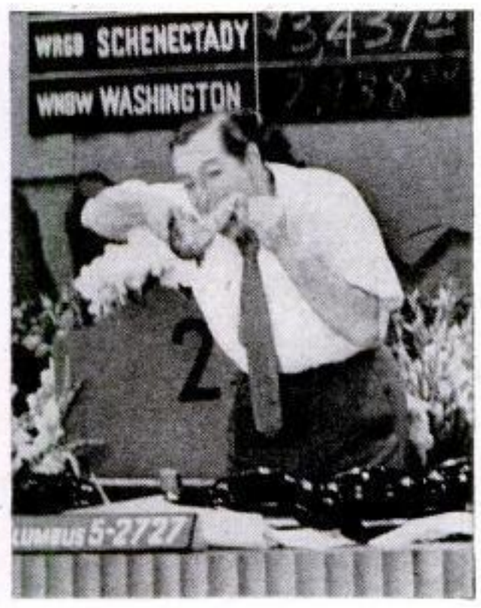
7:00 P.M. Berle gets a quick new make-up from his valet, who powdered Berle's nose often.



7:13 P.M. Berle eats briefly. He answered some of calls with mouth stuffed full of food.



10:37 P.M. With Ted Lewis, Berle puts on copy of Lewis' famous stovepipe hat, does lively jig.



11:32 P.M. He gnaws on turkey leg which was sent by restaurant eager to get publicity.

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12:14 A.M. Comic Jerry Bergen, one of Berle's toughest competitors for laughs, gets on show a second time. First time he stood around muttering while Berle went on answering phones. This time his stay was brief.



2:25 A.M. A young nightclub comedian named Gene Baylos, whom Berle claims as a protégé, successfully imitates a Berle grimace. Berle cracked, "You're getting too big a laugh," and then hustled him off the stage.



3:55 A.M. As Berle goes off air, Mama Berle rushes on stage to kiss him swiftly. This was last shot on the show. Afterward Berle wiped off sweat and make-up, said he could have gone on for at least 16 hours more.

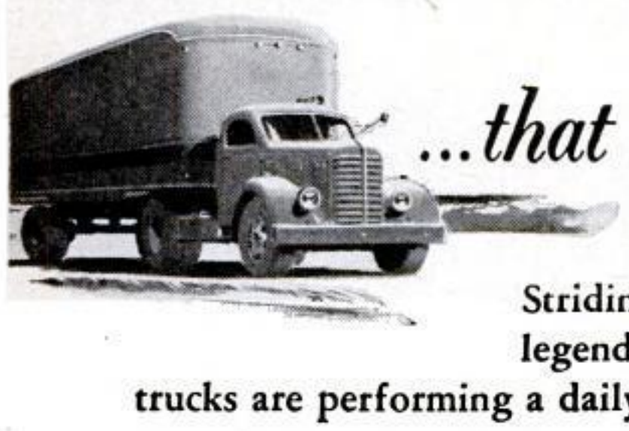
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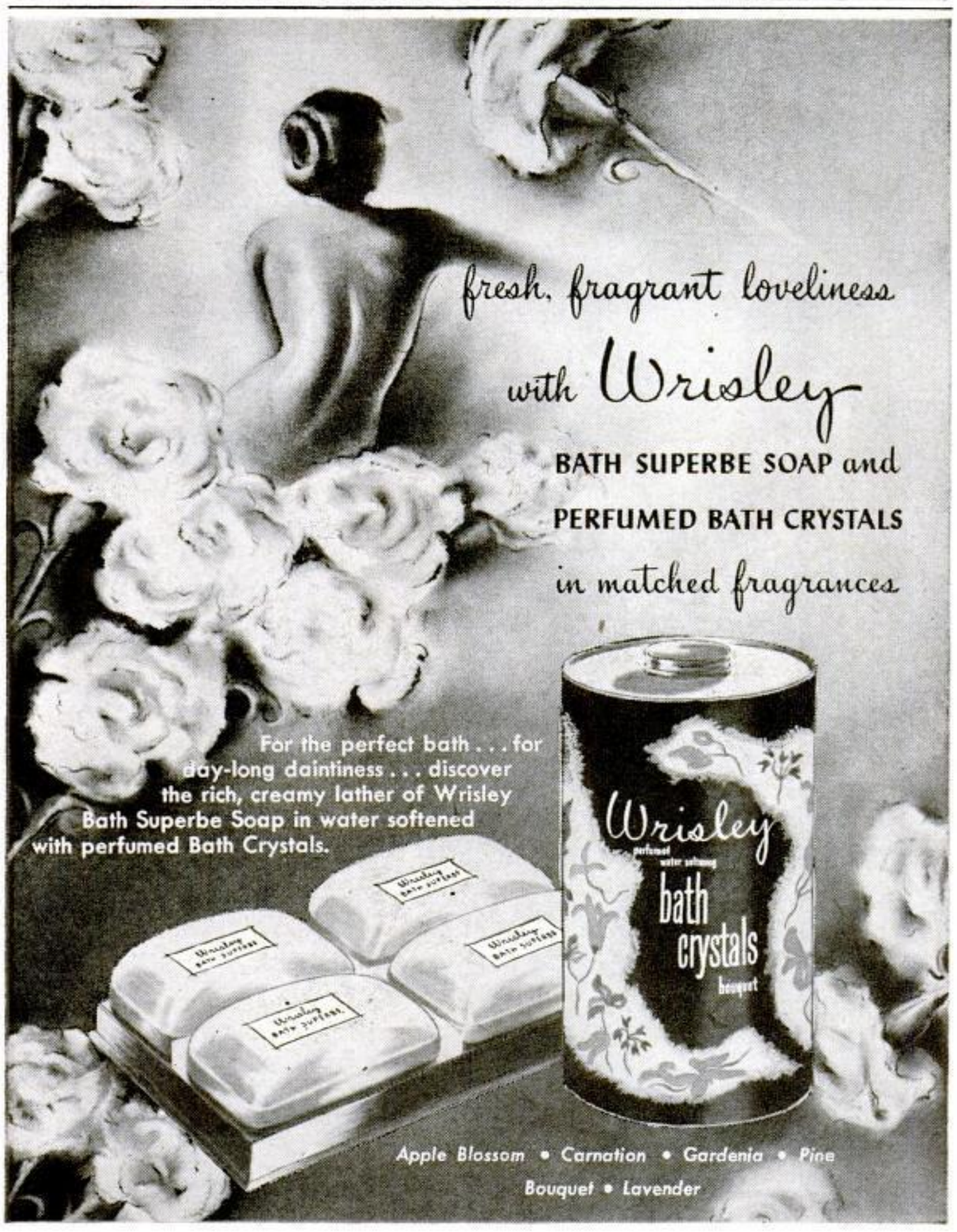
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SHOW WAS TOUGH ON EVERYBODY



BACKSTAGE, a big table of food, including sandwiches, coffee, ice cream, strudel and turkey for the staff, had to be replenished at least a dozen times.



TIRED HELPER, Marco Marcello, takes call at the end of show. A regular Berle stooge, he ran messages, kept Berle supplied with Coca-Cola and water.



MORNING MESS at 4:00 a.m. is left on a table, part of backstage setup to handle calls. This was busiest room in the theater, had 30 volunteer operators.

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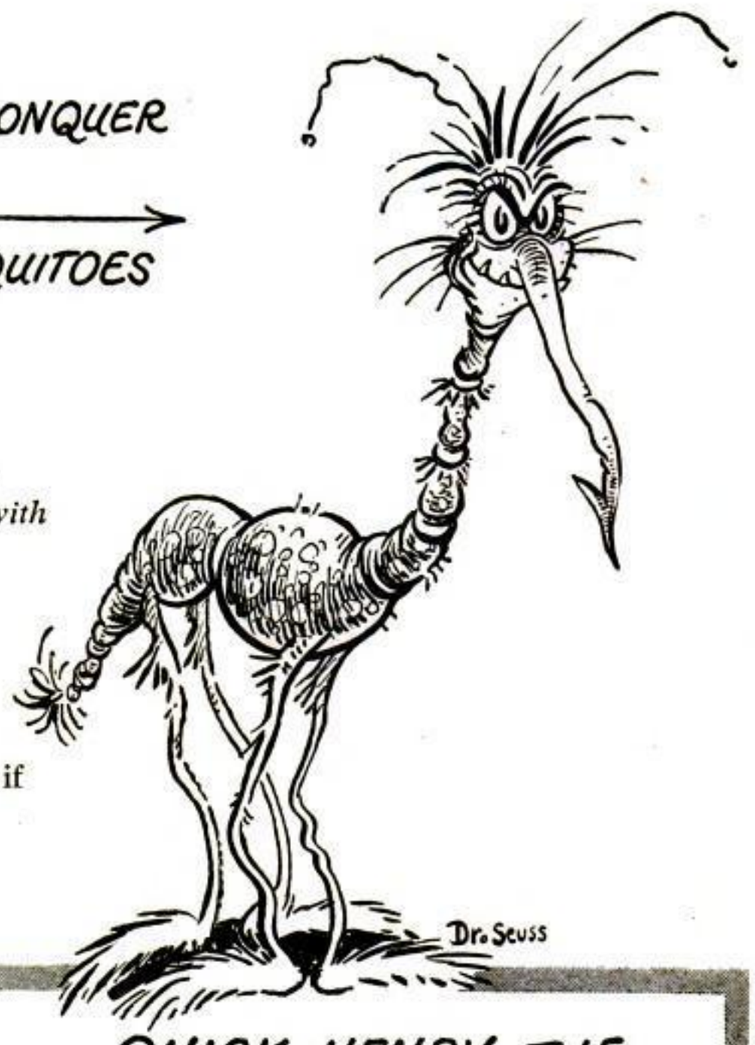
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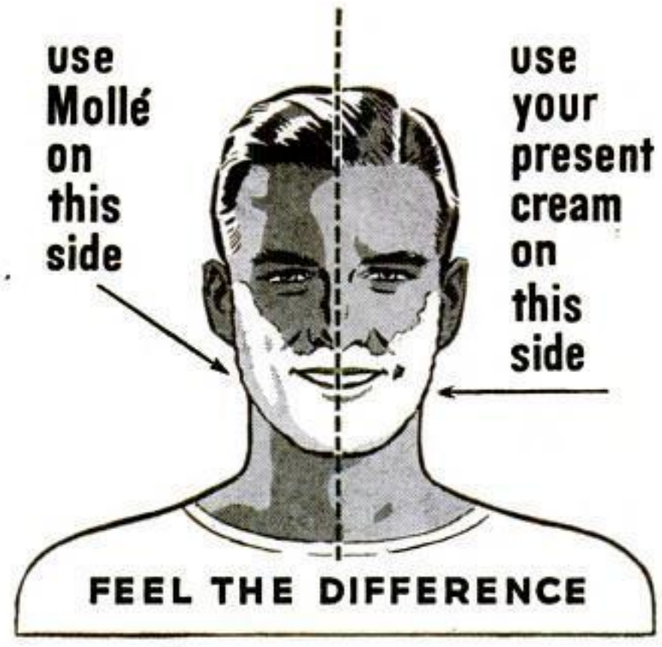
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3. Put Mollé, the heavier brushless cream, on the other half of your face. Spread it *thin!*
4. Go over your face JUST ONCE with your razor . . . and feel the difference.



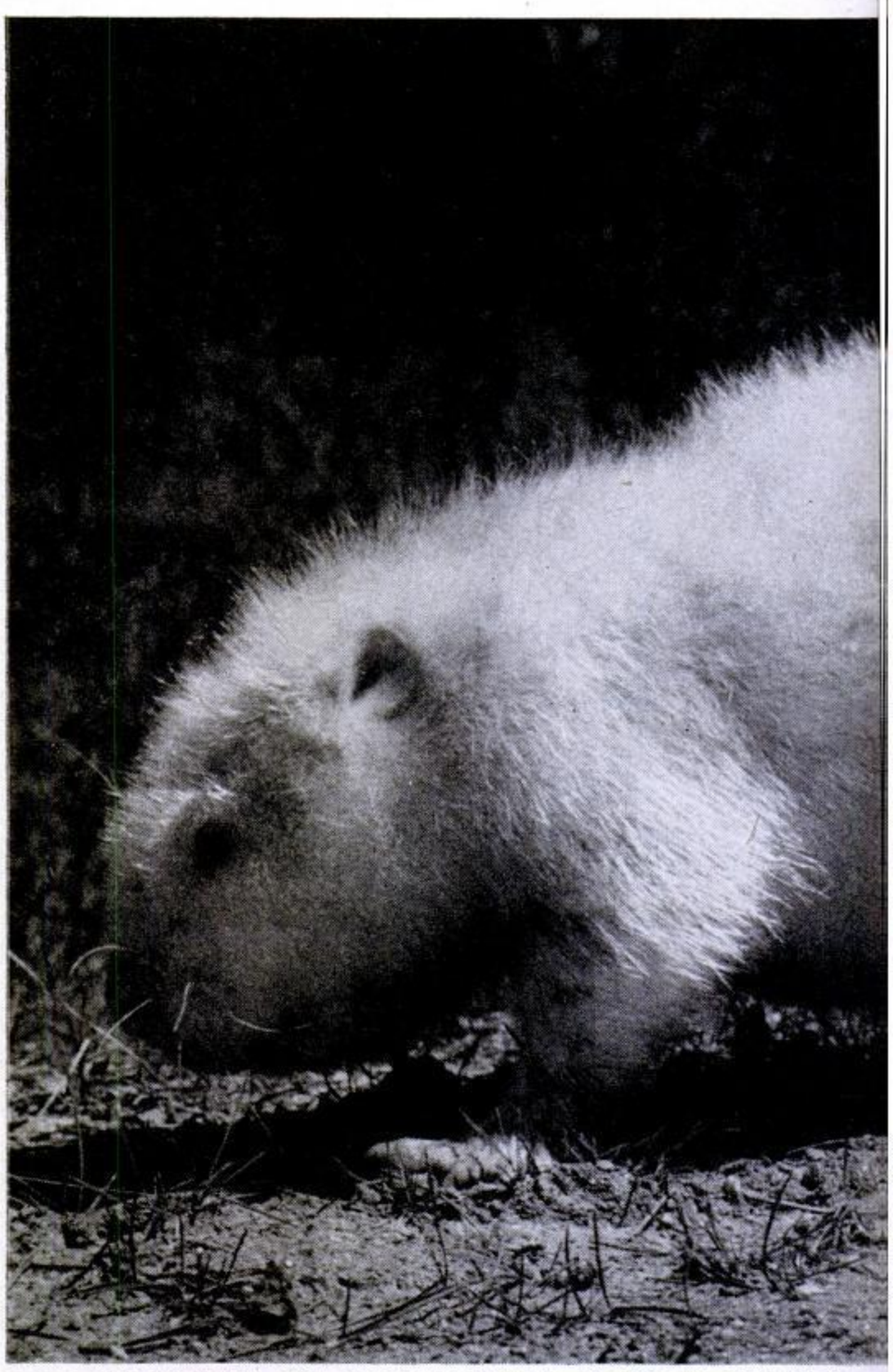
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. . . if Mollé does not give you the best shave you ever had in your life. Get a tube today.

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PLUMP AND HEALTHY, THE ONLY MALE WHITE BEAVER IN CAPTIVITY

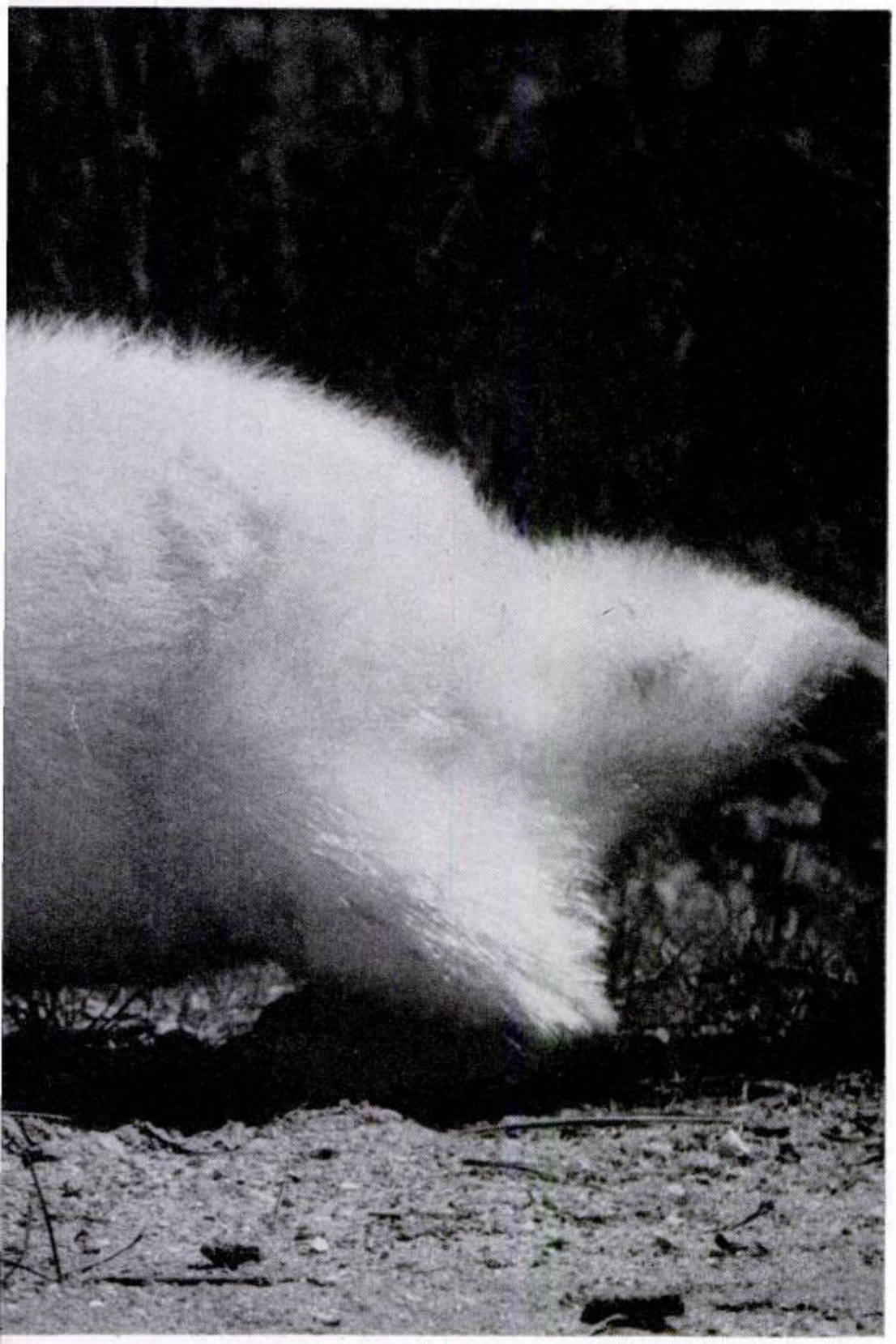
WHITE BEAVER

Found in South Dakota, the only two specimens in captivity may be representatives of a new variety



BUSY BEAVERS work on a dam in Custer State Park. They are more than 3 feet long, weigh about 50 pounds each and are expert swimmers and builders.

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WADDLES SLOWLY OFF FOR MEAL OF POPLAR BARK, HIS FAVORITE FOOD

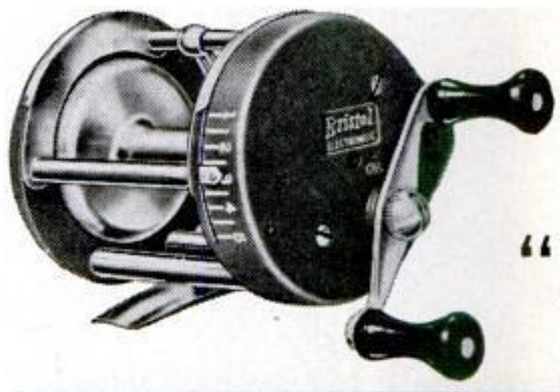
About three years ago an excited motorist in Custer State Park, S. Dak. reported that he had seen an almost unheard-of animal, a white beaver. Then a park warden trapped two, a male and a female, both very young, alive, unharmed and both pure white. Now the animals live in an enclosure in the park. They are not albinos—they have black eyes—and naturalists are anxiously waiting to see if the pair, the only two white beavers in captivity, will have white offspring, and thus establish a new variety. Observers may not have a long wait. This month the beavers, now matured, started building new channels out of their mud house, a sign that the female may be getting ready to have pups.



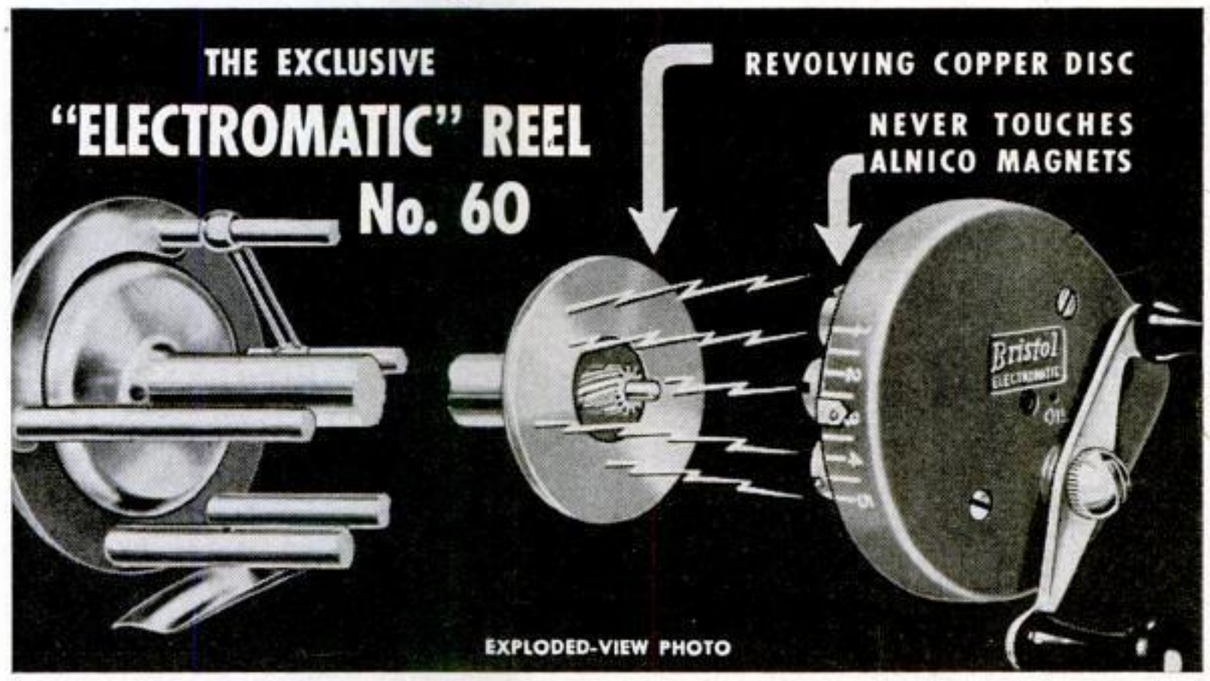
ON A TREE he has felled, male beaver looks at camera. With his long sharp teeth and powerful jaws he can chop down a tree like this in a couple of hours.

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Fishermen, Attention!



Try This New
BRISTOL
"ELECTROMATIC REEL"



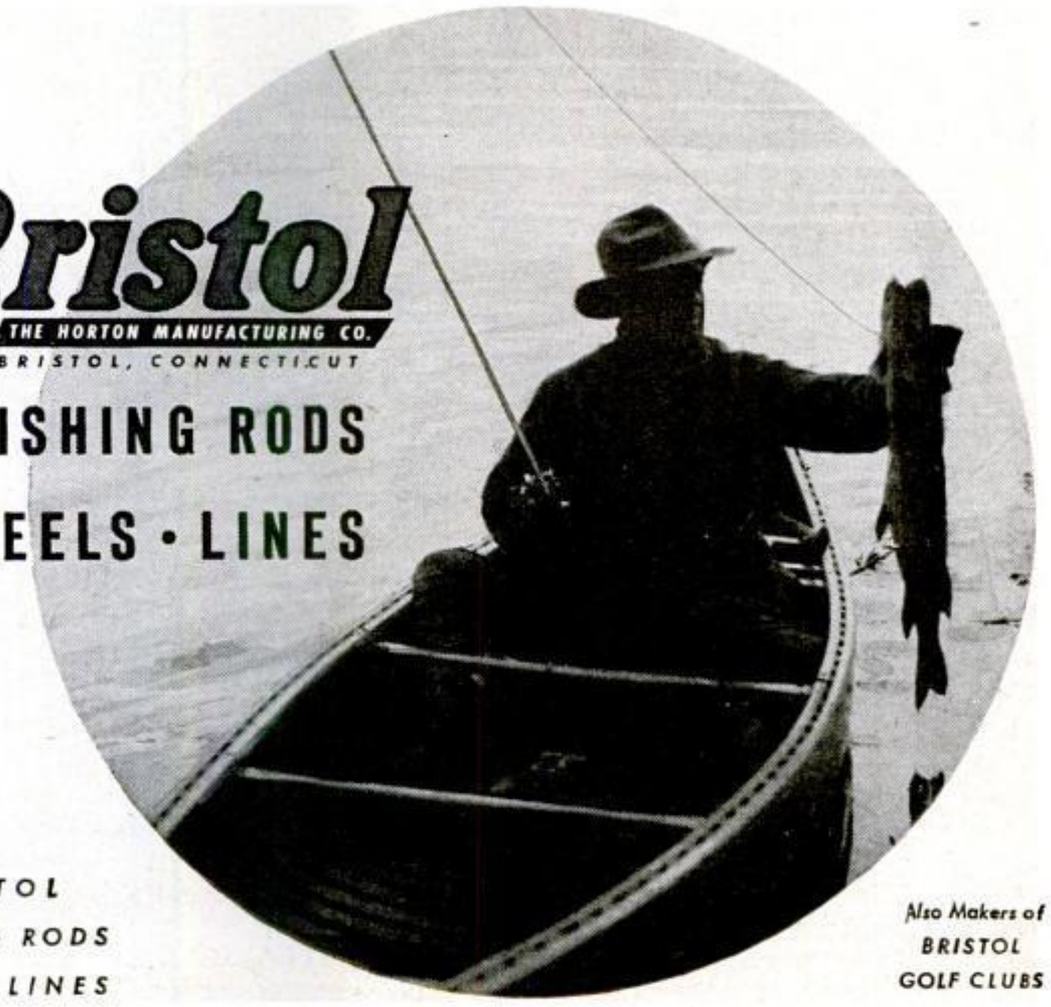
To add new thrills to bait-casting, BRISTOL'S alert skill in precision-production now brings you this first "ELECTROMATIC" Reel. It features an unfailing, *magnetic* braking action that automatically adjusts itself during the cast. It helps increase your casting distance and accuracy, practically eliminates backlash. It's durable and operates simply. A copper disc at the end of the spool revolves opposite permanently-charged magnets. The faster the spool turns, the more resistance the magnets set up. As the spool slows down, the braking action of the magnets grows less. Thus the spool is always in step with the speed of the line. See this newest BRISTOL achievement at your favorite Dealer's.

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NETTING WHITE BEAVER, Henry Goettsch, park custodian of wild life, grabs the animal by its big flat tail. Heap of branches (*left*) is beaver house.



OUT OF THE NET the angry beaver is carried toward shore. When mad, beavers bite, slap with their tails and make chomping noise with their teeth.



INTO A BOX goes the beaver. Beavers are moved regularly from one area to another so they will have plenty of bark, berries, roots to eat and trees to fell.

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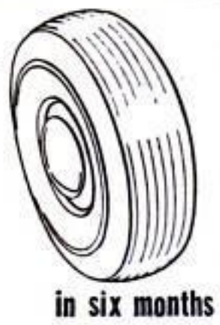


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MORGAN THE GREAT

The financial titan broke the 1907 panic by the force of his enormous personal power. Closeted in his tapestried Library he functioned as a one-man Federal Reserve System

by FREDERICK LEWIS ALLEN

J. P. Morgan Sr., greatest financial figure in U.S. history, is also one of the most controversial. In a book just published by Harpers (*The Great Pierpont Morgan*), Frederick Lewis Allen has produced the best study of Morgan's personality yet to appear. This article, telling how Morgan met the "most inexorable test" of his influence in his old age, has been adapted from the book. Some passages in the article Mr. Allen took from his previous book, *The Lords of Creation*, and quotations have been used from *Memories of a Happy Life*, by William Lawrence and *J. Pierpont Morgan, An Intimate Portrait*, by Herbert L. Satterlee.

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JOHN PIERPONT MORGAN the elder was 70 years and six months old when, in the autumn of 1907, his influence was put to its most inexorable test. He had been taking business much less strenuously that year, as befitted his age. During the early months of 1907 he had often been absent from 23 Wall Street, preferring to remain uptown in the big red-walled West Room of his recently completed Library, the marble structure he built to house his art and literary collections. In March he was off to Europe, to be gone no less than five months—shuttling back and forth between London and Paris, visiting Rome, Florence and Aix-les-Bains, cruising briefly in the Adriatic on his yacht *Corsair III*, assembling fashionable friends for the Cowes regatta, and, as always, collecting indefatigably. Not until Aug. 21 was he back in New York.

He arrived to find the business situation threatening. The New York stock market had been subject to sinking spells since early in the year, and there was an ominous feeling in many minds that an economic storm was brewing. But still Morgan was intent upon leaving as much work and responsibility as possible to his younger partners. Since the General Convention of the Protestant Episcopal Church was scheduled to be held at Richmond, Va. during the first three weeks of October, and it had become his invariable custom to attend these assemblages, he set out as usual. Two special cars took him and his guests—who included three American bishops and the gaitered Bishop of London—to Richmond, where they took up residence in the Rutherford house on Grace Street, which Morgan had engaged for the occasion, with Louis Sherry serving as major-domo.

During the last few days of the convention it was noticed that Morgan began to receive messages from New York with increasing frequency. One morning he was closeted with an emissary from 23 Wall Street. Telegrams kept coming to him, and they appeared to be long and urgent. As Bishop Lawrence of Massachusetts later wrote, "If one came during a meal, he tore it open, read it; then putting the palms of both hands on the table, a habit of his, he looked straight ahead with fixed eyes and deep thought for a few minutes. One day a member of the party said, 'Mr. Morgan, you seem to have some bad news.' He shot his eyes across the table at the speaker and said nothing. No question of that sort was asked again."

In New York City the crisis was mounting. A group of speculators headed by a swashbuckler named F. Augustus Heinze made a disastrous attempt to corner the stock of the United Copper Company and went to the wall. Heinze was also head of a bank, the Mercantile National, and naturally rumors began at once to fly about that the bank might have been involved in his speculations. A run on the bank began. Short of money with which to pay depositors, the bank appealed to the Clearing House for aid. (There was at that time no Federal Reserve System, and therefore the Clearing House—an association of banks set up for the clearing of checks—was the logical agency to turn to if one's bank was in trouble.) Among Heinze's associates in his stock market adventures had been two other speculators, Charles W. Morse and E. R. Thomas, who likewise controlled banks, and presently these banks, too, were beset by suspicion. Whereupon the bankers who headed the New York Clearing House, decided that the situation called for prompt and drastic surgery, demanded the resignation of Heinze, Morse, and Thomas from all their banking connections. The Clearing House announced simultaneously that these men's banks had been examined and found to be in sound condition, but by now the rumors of trouble to come were redoubled.

People began especially to question the reliability of trust companies, which were permitted to engage in banking operations almost as if they were national banks, but without being subject to the strict regulations with which national banks were surrounded. Many plungers and stock market operators had got into the managements of some of these trust companies, whose funds could be invested in enterprises more adventurous—and more risky—than ordinary banks were permitted to engage in.

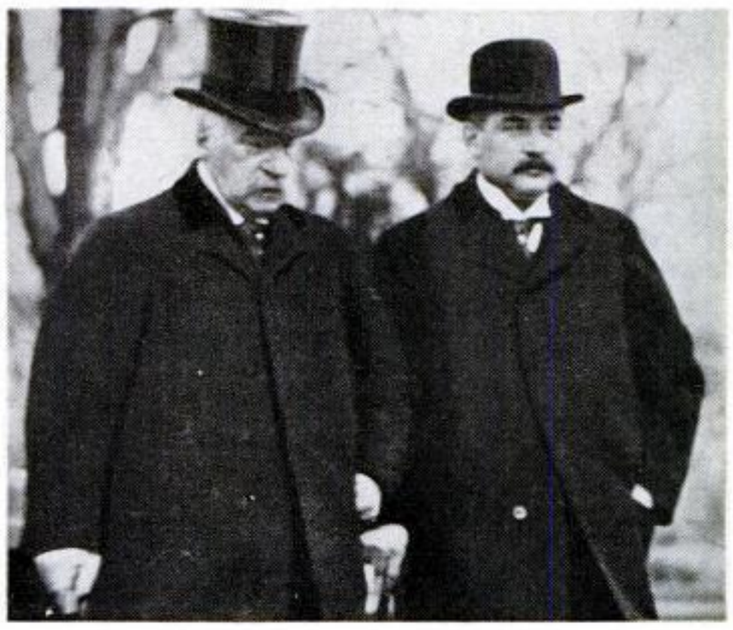
Investors, speculators and bank depositors began to run for cover—selling stock, calling loans, drawing their funds out of suspect trust companies. It was the beginning of panic.

Some of Morgan's friends wanted him to come back from Richmond, but Morgan and his partners thought he had better remain in Richmond, lest his return be taken as a sign of alarm. So remain he did, until the Convention broke up on Saturday, Oct. 19. The diary of Bishop Lawrence, who was in Morgan's party, describes his return to New York:

". . . Mr. Morgan called me into his room and said, 'Bishop, I am going back to New York. . . . They are in trouble: they do not know what to do, and I don't know what to do, but I am going back.' " The Bishop's diary describes the end of the journey: "Sunday morning, as we ran into Jersey City, we went . . . into Mr. Morgan's car for some bread and coffee before arrival, and found him sitting at the table with a tumbler turned upside down in each hand, singing lustily some tune which no one could recognize."

Morgan sat up in his Library until after midnight that Sunday, studying the problem that confronted him—talking with partners and friends, with bank presidents, with trust company heads; hearing about the demoralized condition of the stock exchange, the widespread calling of loans, the runs on bank after bank; looking at financial statements; listening to the appeals of men who wanted him to lend cash to this institution or that.

The next morning—Monday, Oct. 21—he made a first move. He asked Herbert Satterlee, his son-in-law, to get in touch with some able



MORGAN SR. AND JR. show striking resemblance in this 1912 picture. Elder Morgan died the next year.

← **IN HIS ART-FILLED LIBRARY** Morgan played solitaire while waiting for banking officials conferring in another room to bring him plans for stopping the panic.

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"BREATH-LESS"—Colgate Tooth Powder leaves breath sweet, fresh, pleasing.

No dentifrice can get Teeth and Breath cleaner!



MORGAN LIBRARY was finished in 1906, and in 1924 became a public institution, its value estimated at $7 to $12 million. Annex (*left*) dates from 1928.

MORGAN THE GREAT CONTINUED

young bankers who could assemble figures and facts for him and if necessary rapidly examine the condition of a bank which applied for aid. Then he went downtown. Among the banks which appeared to be headed for trouble was a very big trust company, the Knickerbocker, whose fine main office was conspicuously situated at what was then the chief crossroads of the city, the corner of Fifth Avenue and 34th Street. Some of the Knickerbocker's funds were said to have been dubiously invested and depositors were beginning to draw out their cash. After banking hours a committee of the Knickerbocker's directors came to see Morgan. They reported that because the name of the popular and amiable president of the Knickerbocker, Charles T. Barney, had been too closely linked in the public mind with Heinze and Morse, they had called for Barney's resignation. That very afternoon the National Bank of Commerce, which customarily cleared checks for the Knickerbocker, had sent word that it would do so no longer. The committee appealed to Morgan for help for the bank.

Morgan would promise nothing. He was a stockholder in the Knickerbocker himself, some of his own firm's money was on deposit in it, and he had a sentimental attachment for it because it had been founded by an old school friend of his, but he doubted that it could be saved. He advised the committee to assemble at once a meeting of all the directors of the Knickerbocker and to see whether they themselves could devise a plan to prevent its downfall.

The Knickerbocker meeting was held that evening at Sherry's restaurant in a room so lamentably unprivate that strangers wandered in and out, picking up fragments of the talk, telephoning their friends, spreading the news that the Knickerbocker was in jeopardy. That evening Morgan remained by the fire at Satterlee's house. He went to bed after midnight with a cold coming on—a tired and uncertain man.

Tuesday, the 22nd, came and with it the expected run on the Knickerbocker. Benjamin Strong, one of Morgan's team of examiners, had been making a quick examination of the Knickerbocker's condition, and his report, while incomplete, was unfavorable. There was nothing to be done. The run continued—and at two o'clock in the afternoon the Knickerbocker came to the end of its cash. It suspended payment. It had failed.

The panic spreads

THE news of the failure of this large and important and widely known bank came like a thunderclap in the midst of a gathering storm. Every banker, and especially every trust company president, knew that he faced the possibility of a run on his own bank the next day. The Secretary of the Treasury, George B. Cortelyou, sped to New York to see what use could best be made of such government funds as were available. Again Morgan conferred with anxious financiers half the night. "It was at this time," says Satterlee, that he "organized the group or committee of bankers who voluntarily submitted their statements to him and permitted him to allocate to each one the sum of money which he felt was appropriate and necessary to make up the total amount needed to carry the

CONTINUED ON PAGE 126

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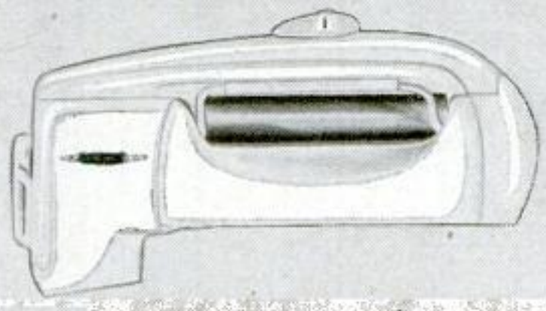
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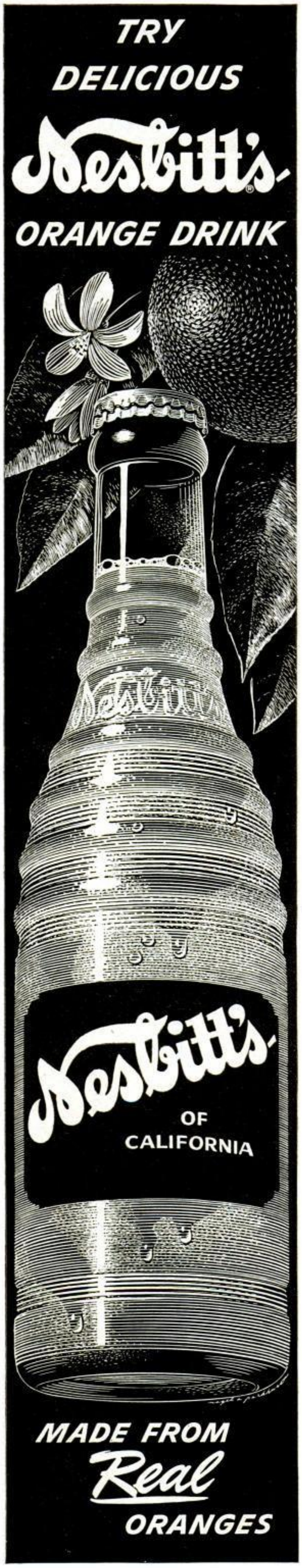
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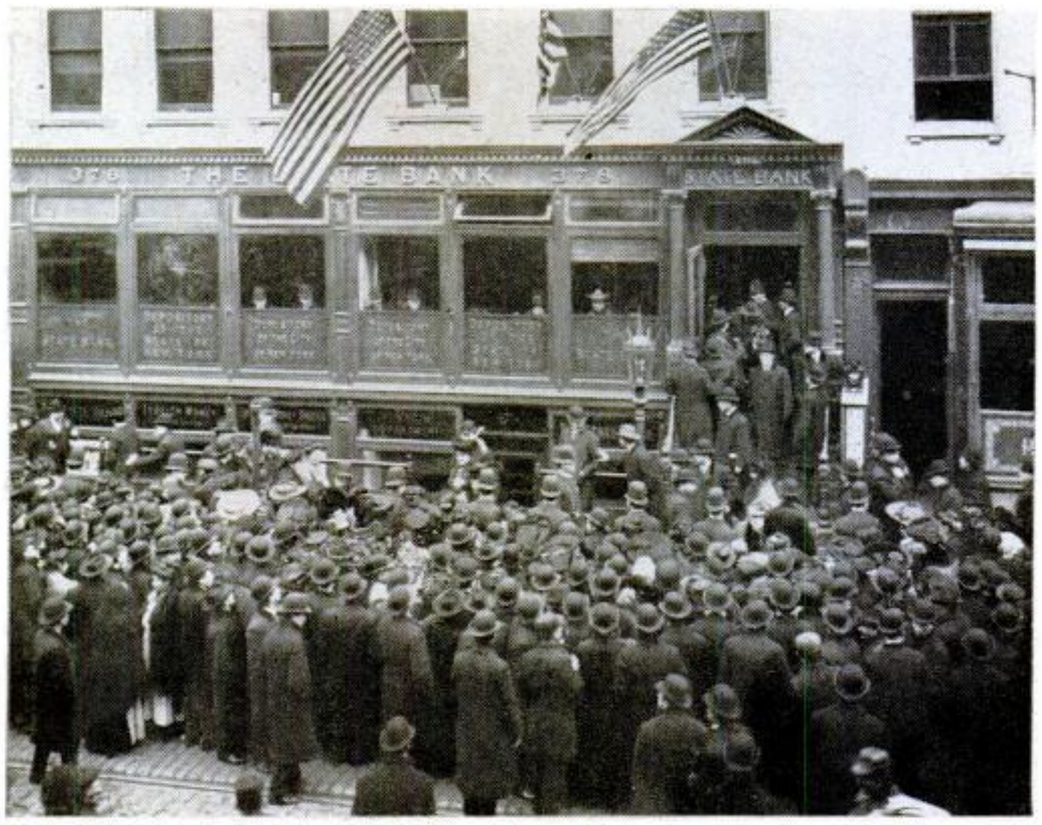




TIME-A-MATIC TIMER times washing and shuts off current automatically — ends tedious watching.

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BANK RUN brought crowds like the one above, rushing to withdraw deposits. In the worst week of 1907 panic 10 banks failed in New York City alone.

MORGAN THE GREAT CONTINUED

weaker institutions through the panic." He tried to get the heads of the trust companies, too, to organize for mutual aid, but failed. Not until after 3 o'clock in the morning did he turn in, still miserable with the heavy cold that had fastened itself upon him.

Where would the lightning strike next? As a matter of fact, the direction it was to take was largely determined by something that happened on that very evening of Tuesday, Oct. 22—an episode that was subsequently to become a subject of furious controversy.

Among the bankers who discussed possible plans of action that night with Secretary Cortelyou in his rooms at the Hotel Manhattan was George W. Perkins, one of Morgan's partners. When the session was over the reporters clustered round, and Perkins attempted to brief them on the situation to date. As a result there appeared the next morning in the New York *Times* a statement —which Perkins later denied that he had made—that "the sore point" was now the Trust Company of America. The statement added that the Trust Company of America had applied for help, but that provision had been made to supply it with all the cash it might need the next morning, and that it was sound and would pull through.

That statement, centering as it did the attention of frightened men on a single bank, was so injudicious, to say the least, that the Associated Press refused to send it out. Under the circumstances it was not surprising that, although there were runs on many institutions the next day, by all odds the worst one besieged the Trust Company of America.

Did Morgan precipitate the panic?

OAKLEIGH THORNE, the president of that particular trust company, testified later before a congressional committee that his bank had been subjected to only moderate withdrawals on Tuesday ($1½ million, as against $13 million on Wednesday), that he had not applied for help, and that it was the "sore point" statement alone that had caused the run on his bank. From this testimony, plus the refusal of Morgan to help the Knickerbocker, plus the disciplinary measures taken by the Clearing House against the Heinze, Morse and Thomas banks, plus other fragments of supposedly pertinent evidence (even including Bishop Lawrence's account of Morgan's cheerful singing in the dining car on Sunday morning), certain chroniclers have arrived at the ingenious conclusion that the Morgan interests took advantage of the unsettled conditions during the autumn of 1907 to *precipitate* the panic, guiding it shrewdly as it progressed so that it would kill off rival banks and consolidate the pre-eminence of the banks within the Morgan orbit. To this hypothesis the most obvious answer, given over and over again by bankers, is that no banker in his senses encourages a bank panic. That would be like dropping a match in a powder keg: he would be too likely to go up in the explosion himself.

On Wednesday morning, when the Perkins statement was published, "Mr. Morgan could not be waked up." (I am quoting Satterlee, at whose house on 36th Street he was staying.) "If he could not be aroused, the consequences were too serious to contemplate. He seemed to be in a stupor. I finally got him to open his eyes and an-

CONTINUED ON PAGE 129



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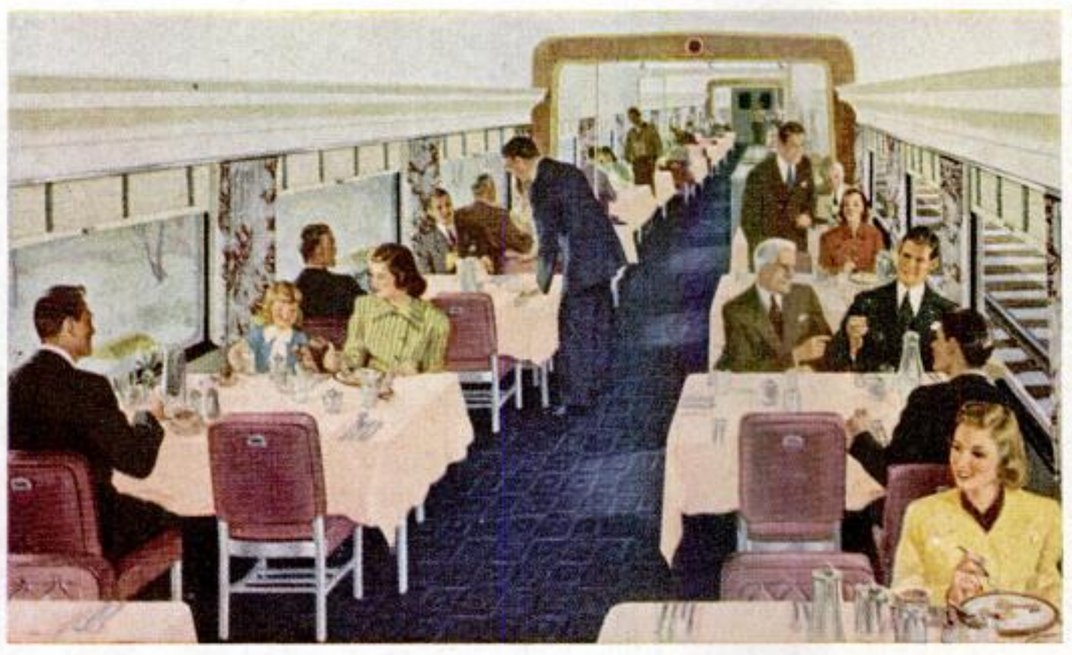
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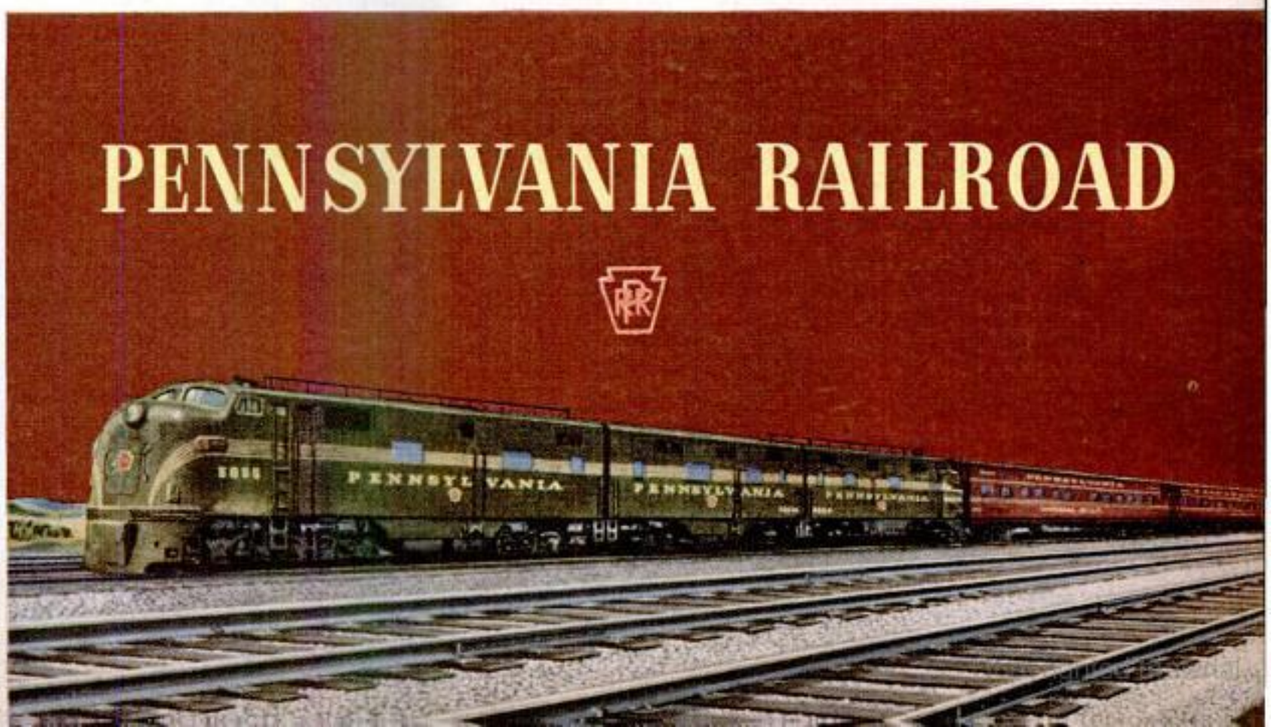
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swer my questions. His cold had made fast progress owing to his fatigue. He could hardly speak above a whisper. Dr. Markoe was summoned by telephone and came down provided with sprays, gargles, etc. After half an hour's heroic work Mr. Morgan dressed and went down to breakfast."

A cup of coffee appeared to revive him and after a few conferences in the Library he went downtown by cab. His voice was hoarse and his eyes wept so that it was hard for him to read, but there was no staying home that day. When his cab turned into Wall Street he found the place full of crowds gathered as if to watch a fire, and outside the door of the Trust Company of America there was a long line of depositors reaching down the street and round the corner. The Trust Company had opened seven paying tellers' windows that morning instead of the customary one window, hoping thus to reduce the crowd of panicky depositors, but this had had no appreciable result. Two members of Morgan's team of examiners were inside the bank hurriedly appraising the securities in its vaults; they had been there since 4 o'clock that morning.

While waiting for a report on the Trust Company's condition Morgan brought together the presidents of all the other trust companies in his office—discovering to his dismay that many of them had to be introduced to one another—and urged them to organize a committee to supply funds to help such of their own group as might get into trouble. He also asked the two most important national bankers in the city, George F. Baker of the First National and James Stillman of the National City, to meet with him. The hour for decision was approaching and he needed their aid and counsel. They joined him in one of the back rooms of the Morgan office—while frantic messages came from Thorne that the cash in the tills of the Trust Company of America was dwindling fast.

At about half past 12 Morgan knew that he could wait no longer; so he sent for the men who had been examining Thorne's bank. One of them, Willard King, went into the meeting of trust company heads to make a report. The other, Benjamin Strong, joined Morgan and Baker and Stillman in the back room. Morgan sat and listened while Strong consulted Baker and Stillman as to the worth of certain securities on which their judgment would be valuable. It was a slow business. Minutes dragged by—half an hour, three quarters of an hour. Morgan was well aware that meanwhile Thorne's cash was getting lower and lower. Finally Morgan asked Strong whether he believed the Trust Company to be solvent. Yes, said Strong.

"This then is the place to stop this trouble," said Morgan.

At once, with the aid of Baker and Stillman, he made cash available to Thorne's bank. It arrived in the nick of time and the Trust Company of America did not close.

The end of a terrible day

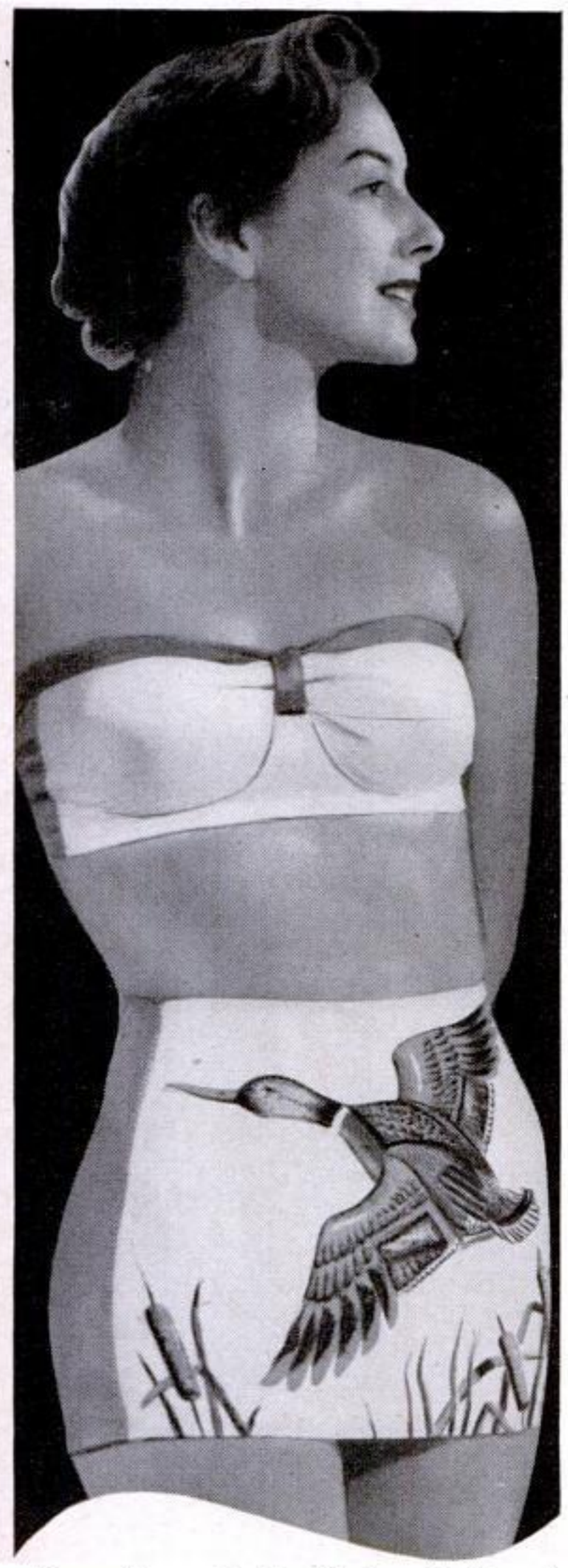
IT was a very tired man of 70 who heaved himself into a cab on Fifth Avenue late that evening and rode home to the Satterlee house. He had spent the entire evening at the uptown office of the Union Trust Company at Fifth Avenue and 38th St. in a prolonged session with the committee of trust company presidents which he had organized. He had told them that the panic was now a trust company panic and that they positively must subscribe among themselves a fund of $10 million which could be used for the support and rescue of their weaker brethren. Secretary Cortelyou was going to put federal funds at the disposal of certain of the national banks, which would pass them on to the trust companies, but there was no time now to wait for that. They must act themselves at once. The talk had been interminable and at one time Morgan had dozed off for half an hour or so, his cigar out, his head down on his chest. But at last they had subscribed up to eight and a quarter million, and he had told them that his firm and the leading national banks would be responsible for the remaining million and three quarters; then he had left for home.

All in all it had been a terrible day. The Westinghouse Company had failed. The Pittsburgh Stock Exchange had suspended. Western banks which had money on deposit in New York were drawing it away. The panic was now national, and no one could tell what turn it would take next. But here in New York disaster had been halted, at least for the moment. And it looked as if the forces of defense were at last getting organized. So far, so good. Morgan played a last game of solitaire and went slowly up to bed.

But Thursday and Friday proved to be even worse.

At about 10 o'clock Thursday morning Morgan drove downtown with Satterlee, who has given an account of that ride: "All the way downtown people who got a glimpse of him in the cab called the attention of passers-by. Policemen and cabbies who knew him well by sight shouted, 'There goes the Old Man!' or 'There goes

CONTINUED ON NEXT PAGE



"Sweethearts in Swim Suits"*

by Catalina ...styled in CALIFORNIA for the STARS of Hollywood ...and YOU!

*REG. U. S. PAT. OFF.

"Wild Ducks" — individually hand-blocked print on Celanese Prospector. 15.00.

A Catalina Convertible*. Matching Women's T-Shirt, 6.00. Beach Coat, 14.00. Matching Towel, 5.00.

(This suit one of a "Sweethearts in Swim Suits" combination. Note matching men's ensemble featured in other Catalina ad on this page.)
*can be worn with or without straps

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1. Gives you 50% more support — with a firm Lastex-lift.
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Never neglect a skinned knee



The tiniest injury can become infected. Never take a chance!

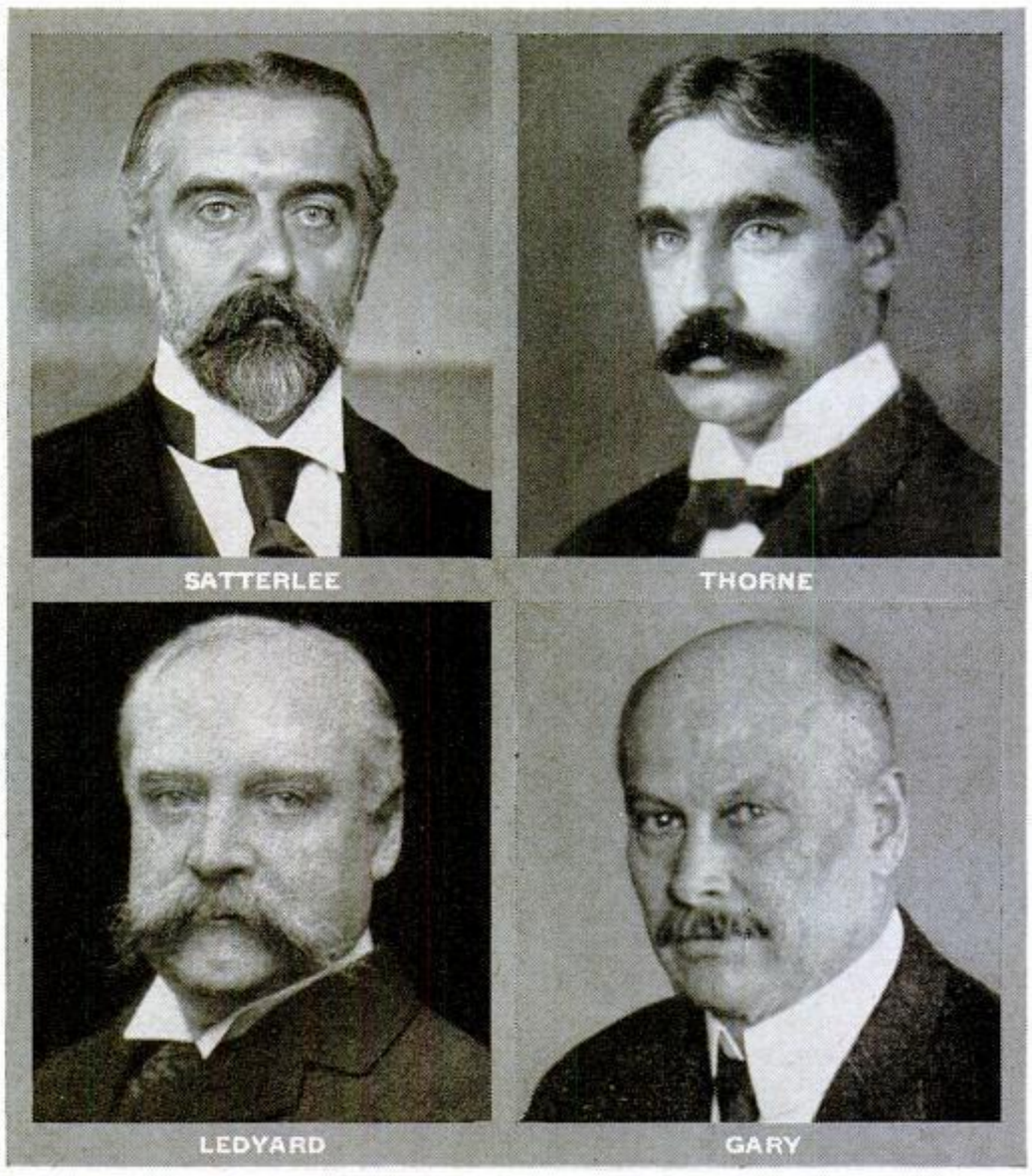
Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in doctors' recommendations



*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.



KEY FIGURES of the 1907 panic included these four men. Herbert Satterlee, Morgan's son-in-law, acted as his personal adjutant. Oakleigh Thorne was president of the Trust Co. of America, a bank which Morgan helped save. Lewis Cass Ledyard was the man who suggested to Morgan that if U.S. Steel bought Tennessee Coal & Iron stock, the market would rally, and Elbert Gary, chairman of the board of U.S. Steel, got President Roosevelt's consent to the plan.

MORGAN THE GREAT CONTINUED

the Big Chief!' and the people who heard them understood to whom they referred and ran beside the cab to get a peep at him. Near Trinity Church a way through the crowd was opened as soon as it was realized who was in the cab. The crowd moved with us. . . . All this time he looked straight ahead and gave no sign of noticing the excitement, but it was evident that he was pleased. . . . As Mr. Morgan got out of the cab and hurried up the steps into his office the hubbub ceased, and there was a moment's pause; and then the struggling mob fought their way on, all looking up at the windows of J. P. Morgan & Co."

There was new aid available now for the forces of defense. John D. Rockefeller had put up $10 million to aid the trust companies. Cortelyou stood ready to follow the leading bankers' advice as to where the U.S. government's money should be applied. But the bank runs continued, especially at the Trust Company of America, and the $10 million fund which had been subscribed the preceding evening had been "swallowed up . . . so quick you could not tell where it went to," as Perkins later testified. And now the storm center had shifted to the Stock Exchange, which was feeling the full brunt of the universal urge to turn anything and everything into cash. Prices were tumbling, and what was much worse, there was practically no money at all available to lend on the Stock Exchange floor for the purchase of securities. Toward the end of the morning sales had almost stopped—there was no money with which to buy stocks. President R. H. Thomas of the Stock Exchange thereupon went to 23 Wall.

The accounts of what happened next vary somewhat, for it was a confused time and memories of it were jumbled. According to Thomas' own testimony before the Pujo Committee some years later, he went to the Morgan office and waited 20 minutes; then Morgan came out of an inner office with some other men and said, "We are going to let you have $25 million. Go over to the Exchange and announce it." Satterlee's version is different. According to it, Thomas walked right into the back room where Morgan was talking with some men and said to him:

"Mr. Morgan, we will have to close the Stock Exchange."

"*What?*" said Morgan, turning sharply.

Thomas repeated his statement. He didn't see how the Exchange could be kept open till the regular closing time of 3 o'clock.

" '*It must not close one minute before that hour today!*' Mr.

CONTINUED ON PAGE 132

Can't sleep? Don't count sheep- count on TUMS

Acid indigestion at bedtime may rob you of hours of sleep. Don't let it! Take Tums! No mixing or stirring—slip Tums in your mouth just like candy mints. Almost instantly, Tums relieve heartburn and gas—let you get to sleep faster, sleep better. No baking soda in Tums. No danger of overalkalizing — no acid rebound. Get Tums—get your sleep!



To feel better, try one or two TUMS after breakfast.

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NEED A LAXATIVE TOO?
Try Nature's Remedy
NR TO-NIGHT TOMORROW ALRIGHT

TWIGS

KOHINOOR LEISURE SUIT

Colorful, washable, cool, comfortable, inimitably styled and man-tailored. The Jacket has high custom shoulders. Blue and Maize, Brown and Maize. Sizes 2 to 7. $13.95.

At Notable Stores.
If unobtainable, write direct.
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ALSO: Sports Jackets and Slacks of this famous fabric, the colors of which improve with washing.



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Haven on the highway

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The men in these stations play an important role in the life of every American community. They are on the job for you, ready to keep your car fueled, serviced, and rolling smoothly, doing their part to keep America constantly moving ahead.

The competition among these dealers for your business results in higher standards of service . . . helps bring you better . . . more efficient oil products. And the same rivalry pays off for you in other branches of the oil industry—in research and production, in refining and transportation. More than 34,000 individual oil companies and the services of more than a million men and women provide the oil products that result in better living, greater comfort, more conveniences for you.

The helping hand of your neighborhood dealer . . . the part he plays in the daily life of his community . . . the friendly, efficient service you will find at his station, symbolize the progress that, spurred on by rivalry, will continue to mean so much to you and to *all* Americans in the years ahead.

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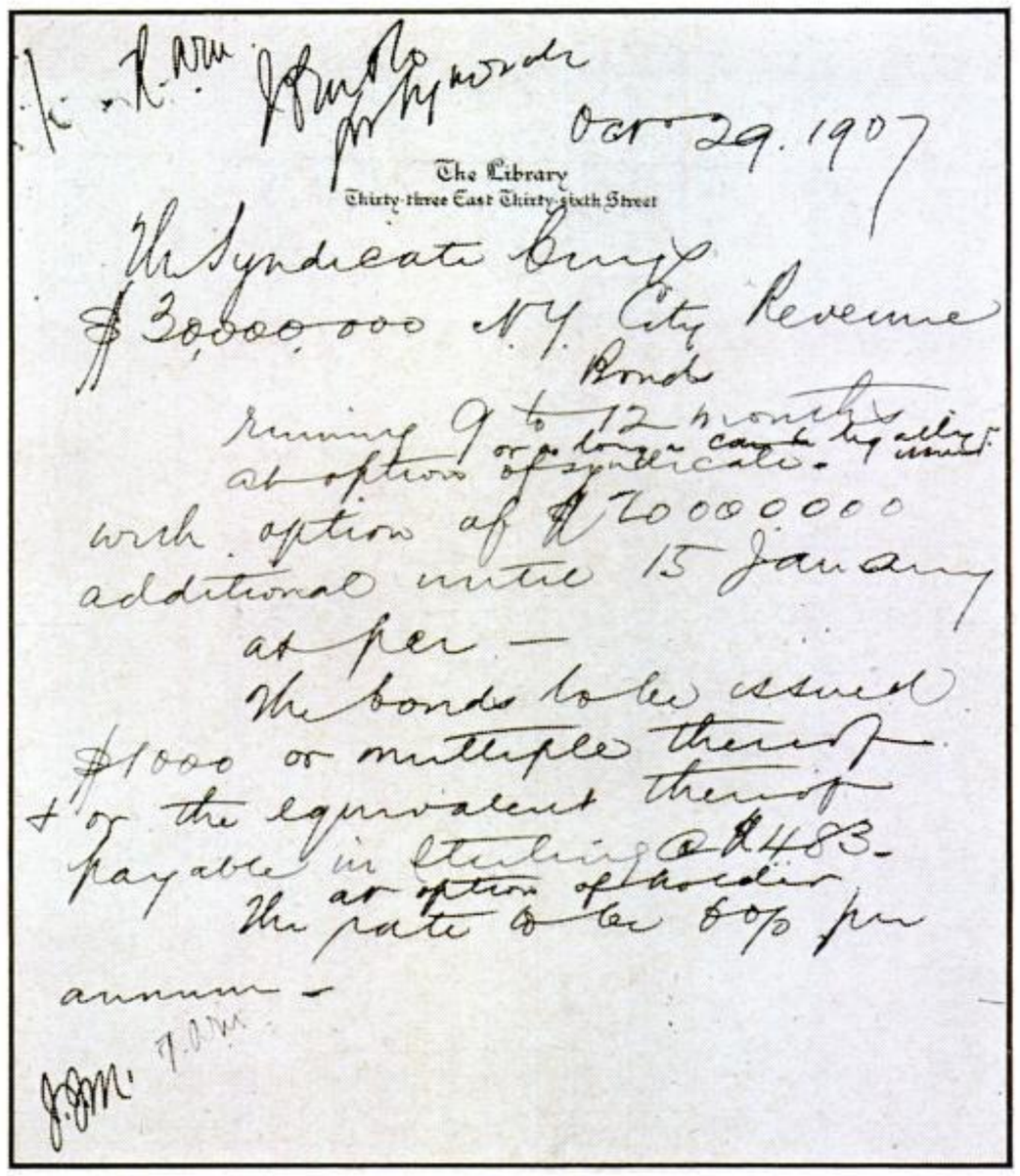
It's a better dress...





Plaid-'n'-check mates in Dan River's famed cotton gingham. Fast color, pre-shrunk*, permanently crisp, every bit as washable as it is wearable. Dan River Mills, Inc.

Dress with stole by Sweet Juniors, Inc. (formerly Meadowbrook Juniors) Brown-and-blue or green-and-pink. Sizes 9 to 15. About $8 at Macy's, New York; Burdine's, Miami; T. A. Chapman Co., Milwaukee; S. Kann Sons, Washington, D. C.; Younker's of Iowa, Des Moines.
*Fabric shrinkage no more than 3%



$30 MILLION AGREEMENT obligated the Morgan syndicate to buy New York City bonds in that amount at the height of the panic. Morgan wrote it in his own hand, initialing first page (*above, top*) "J.P.M. & Co. for syndicate."

MORGAN THE GREAT CONTINUED

Morgan said, emphasizing each word by keeping time with his right hand, the middle finger of it pointing straight at Mr. Thomas." And at once he sent for the presidents of all the national banks in the neighborhood. Some of Cortelyou's federal funds were available. From these and other sources he raised within a few minutes the $25 million to be lent on the Exchange. And the Exchange did not have to be closed that day.

But how long could such rescue operations continue to be carried out? The next morning, Friday, at 6 o'clock Secretary Cortelyou and George W. Perkins were sitting on the edge of Cortelyou's bed at the Hotel Manhattan and turning over the facts of the crisis as these had developed to date; according to Perkins' subsequent testimony there seemed to be "not a ray of hope in the situation." But Perkins went on to see Stillman, who had been enlisting the help of John D. Rockefeller, and gathered that Rockefeller's aid could still be counted on. Once more, as the day went on, there was a total shortage of cash on the Stock Exchange; once more Morgan had to call upon the bank presidents to meet with him and take up a subscription. This time the meeting was held, not at 23 Wall Street, but at the office of the Clearing House; it produced, not the $15 million that Morgan had considered vitally necessary, but $13 million—which might or might not be enough to save the day.

"Touch and go"

AS things turned out, it *was* enough. Just. As Perkins later testified, "If $20 million had been needed that day, the Stock Exchange and 100 or more firms would have gone up, it was just that close. It was touch and go." But the Exchange stayed open.

"Anyone who saw Mr. Morgan going from the Clearing House back to his office that day will never forget the picture," writes Satterlee. "With his coat unbuttoned and flying open, a piece of white paper clutched tightly in his right hand, he walked fast down Nassau Street. His flat-topped black derby hat was set firmly down on his head. Between his teeth he held a paper cigar holder in which was one of his long cigars, half smoked. His eyes were fixed straight ahead. He swung his arms as he walked and took no notice of anyone. He did not seem to see the throngs in the street, so intent was his mind on the thing that he was doing. . . . The thing that made his progress different from that of all the other people on the street was that he did not dodge, or walk in and out, or halt or slacken his pace. He simply barged along, as if he had been the only man going down the Nassau Street hill past the Subtreasury. He was the

CONTINUED ON PAGE 135



Hand made of human hair
An indispensable fashion accessory

All colors 20¢ White, grey, purple 25¢
Single or double mesh

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HAIR NET
rules the waves

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More than just a bed! It's an Extra Chest of Drawers too...

AMAZING NEW CHEST-O-BED!

*Featuring all drawer interiors Treated with Perm-Aseptic**



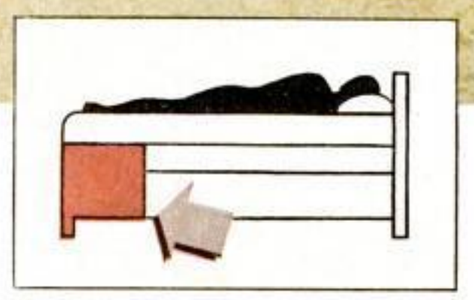
CHEST-O-BED Bedroom Furniture . . . First, Exclusive, with Perm-Aseptic*

No other producer of home furnishings offers you Perm-Aseptic's extra advantages. Perm-Aseptic is an exclusive patented process that provides lasting protection against moths, germs, and mildew, and stops formation of organic odors. All drawers in Chest-O-Bed and matching pieces are treated with Perm-Aseptic. ***Reg. U. S. Pat. Off.**



Also with cedar chest in place of chest of drawers. Full mothproof protection for your woolens!

NOW EVEN the smallest home can boast "big bedroom" storage space, yet save a lot of precious floor area. Roomy chest of drawers built right in the panel foot-end of the new Perm-Aseptized Chest-O-Bed gives you chest and bed in one handsome piece of furniture—all at a price within the average budget. Full or twin sizes in choice of lime oak, walnut, or silver grey finish on fine, genuine veneers. Matching "mr. and mrs." dresser bases, nightstand, and commode also available. At furniture and department stores everywhere.



Takes no more floor space than ordinary beds. Built-in chest at foot-end leaves plenty of room for deep double-deck coils where they count most. You rest perfectly.

FREE DECORATING BOOKLET!
"New Room for Living." Easy-to-follow tips on how to make the most of your home. Fully illustrated. Write Dept. L-1, Superior Sleeprite Corporation, 2219 S. Halsted, Chicago 8, Ill.



Chest-O-Bed

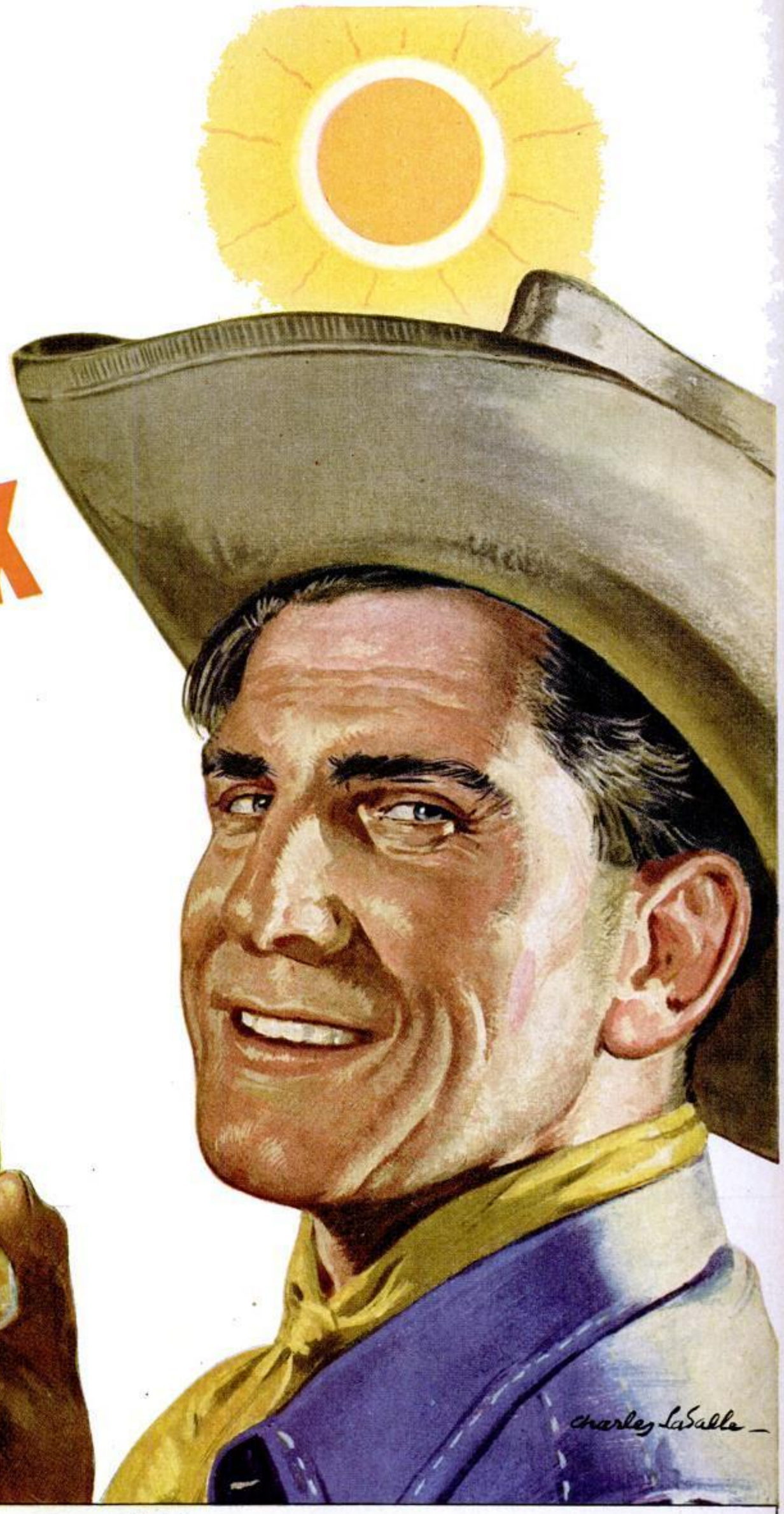
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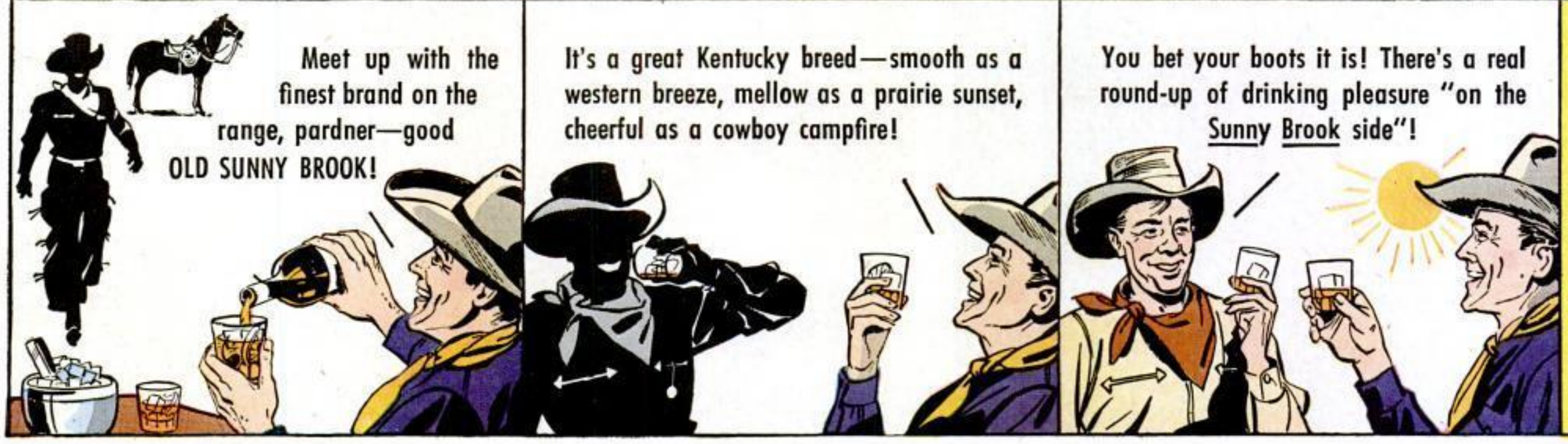
Come over on the Sunny Brook side!







Enjoy the whiskey that's "Cheerful as its Name"



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BRANDISHING HIS CANE, Morgan tries to avoid cameraman. His shyness in last years was caused by disease which inflamed and swelled his nose.

MORGAN THE GREAT CONTINUED

embodiment of power and purpose. Not more than two minutes after he disappeared into his office, the cheering on the floor of the Stock Exchange could be heard out in Broad Street."

Night after night there were conferences at the Morgan Library. On Thursday evening the presidents of the banks and of the trust companies gathered in the lofty East Room, planning the disposition of financial forces for the morrow, while Morgan sat in the West Room at his little card table, smoking a cigar and playing solitaire. On Friday the scene was repeated. One of the main subjects of discussion Thursday evening was whether a scheme could be worked out for supplementing the meager supply of cash in the financial markets of the nation. The bankers would work out a scheme, and one of them would cross the marble hallway to the West Room and tell Morgan about it, and he would listen and say briefly, "No, that will not work," and continue with his cards until they arrived at a solution which his instinct and experience told him was practicable.

The setting was a strange one for the discussion of a currency problem. The West Room of the Morgan Library was walled with red silk damask, patterned with the arms of the Chigi family of Rome (*p. 122*). On the walls hung splendid Florentine masterpieces of the 15th and 16th Centuries. The mantelpiece and the polychrome ceiling had been made for great Italian houses. Morgan sat in a red velvet armchair by the fire in this great room. There was a card table before him; and here—while elsewhere in the Library the other financiers who had become his lieutenants in the struggle against the panic labored at the making of battle plans—he concentrated on the cards and slowly puffed his black cigar under the watchful eyes of the Madonnas. This went on until at last a conclusion which Morgan could accept had been reached and the immediate objective in his battle gained.

Morgan takes a rest

AT last the week came to an end. The Trust Company of America had not failed; the Stock Exchange had not closed; and it looked as if the worst might be over. Morgan's cold had fortunately moderated and he went off to his country home at Highland Falls by train Saturday afternoon—sleeping most of the way there—and got a few hours of rest.

Although the worst seemed to be over there were still runs on banks and trust companies, and still there had to be night session after night session at the Library. And there were two moments of acute danger.

The first came when officials of the City of New York approached Morgan to report that the city needed $30 million at once, to pay off some short-term obligations that were coming due, that in the disordered state of the money market there was no way of borrowing $30 million after the normal fashion, and that therefore they must imperatively have an emergency loan lest the city go bankrupt. Morgan took two days to consider the matter and then acted with his customary boldness. On the afternoon of Tuesday, Oct. 29, the Mayor of New York and other city officials came to the Library, and Morgan, sitting at his desk in the West Room, wrote out by hand in his flowing script a commitment to buy $30 million dollars' worth of 6% New York City bonds. How on earth his firm could sell those bonds no one at the moment could be sure. But if conditions improved, of course they could; the rate of interest would be attractive to anyone who had any money to spare. Morgan simply took a chance on the coming of more orderly conditions in the markets

CONTINUED ON NEXT PAGE

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WEARS LIKE IRON!



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My front seat back rest is ☐ Split Back ☐ Solid Back ☐ Bucket Seat
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☐ Glostex Door Protectors to match, $2.50 per pair.
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Just flip it down— it holds 32 stockings or sox in only 8 inches of space. *Flip it up* — it's a lovely wall decoration. Made of pearlescent plastic in 4 pastel colors: blue, yellow, rose, green. Smartly gift packed. **No-Mar SafTmount** included. **$2.95.** Also in Crystal Clear. **$1.95.**

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TOWL HOLDER



Perfect companion piece to SafTdri Loop allows room for smooth 8" fold. Same 4 colors as SafTdri shell, **$2.95.** (Not made in Crystal Clear.)

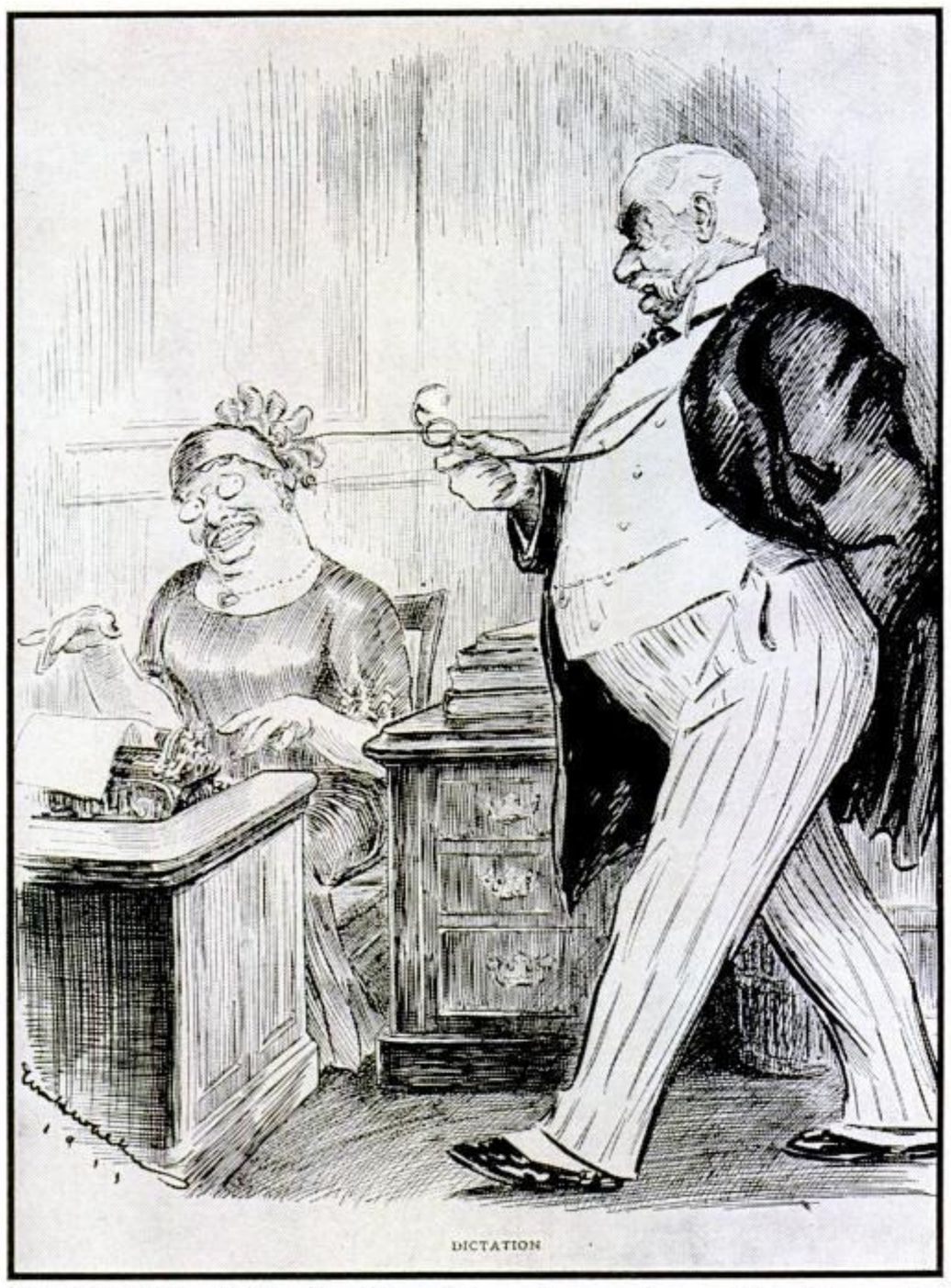
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1 minute installation. No hammer or screwdriver needed. No nails, bolts, screws, suction cups! No holes to deface wall. Adheres to tile, glass, ceramic, plaster or metal.

Thousands of housewives *swear by, not at* this new, neat way to enhance bathroom beauty and efficiency.

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OLD "LIFE" CARTOON satirizes Morgan's power to run things his way by showing him dictating to a coy but complaisant President Theodore Roosevelt.

MORGAN THE GREAT CONTINUED

of the nation, and thereby not only saved the credit of the City of New York, but advertised his own confidence as no words, however eloquent, could have advertised it.

The second crisis was more severe. It came to a head on the following Saturday and Sunday, Nov. 2 and 3. This was the final crisis of the acute stage of the panic and has since been the subject of sharper controversy than any other. I shall try to explain it as simply as possible, but it was undeniably complicated.

A prominent firm of brokers, called Moore & Schley, was in danger of collapse. This firm had borrowed a lot of money on time loans which would presently fall due, and it was short of cash with which to meet them. Now it happened that the head of this firm, Grant B. Schley, was also a member of a syndicate of wealthy men who owned, among them, a large majority of the stock of one of the lesser steel companies known as Tennessee Coal & Iron. The firm of Moore & Schley had used some of these Tennessee Coal & Iron stock certificates as collateral to secure bank loans. And now some of the banks were getting restive, for Tennessee Coal & Iron stock was a very inactive security and thus of dubious value in panic times, regardless of its normal price.

It was suggested, however, that if U.S. Steel should buy control of Tennessee Coal & Iron by exchanging its bonds for Tennessee stock, the results would be wonderful. Steel Corporation bonds were practically as good as cash. They could be substituted for the Tennessee stock held as collateral by the banks for loans given to Moore & Schley, whose credit would thus at once be restored. What was more, the rescue of Moore & Schley would avert the danger of a chain reaction of brokerage-house failures.

This scheme was proposed to Morgan at his Library on Saturday morning, Nov. 2, by Lewis Cass Ledyard, who was attorney for Colonel Payne, one of the members of the Tennessee Coal & Iron syndicate. Morgan at once embraced it and set about putting it into effect.

That it was a peculiar scheme there is no denying. It would seem possible that the plan had been originally devised less for the relief of the firm of Moore & Schley than for the comfort of Grant B. Schley and the wealthy men who belonged to the Tennessee Coal & Iron syndicate. Except for Schley himself, they were mostly men who needed no relief at all in this crisis. Also it has been argued sub-

CONTINUED ON PAGE 138

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JOHN B. KENNEDY'S
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...the facts about the greatest advance in oil heat history!
The NEW, *all* NEW
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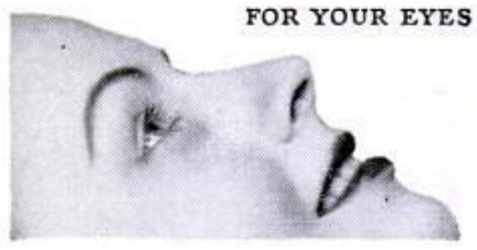


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Just put two drops of soothing Murine in each eye. Instantly they feel rested, refreshed! Murine, a scientific blend of seven ingredients, cleanses your eyes quickly, yet as gently as a tear. Economical, easy to use. Get Murine today—use it whenever your eyes feel tired.

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TWO YEARS OF SCHEDULED FLIGHTS! More than 45,500,000 air-line miles flown . . . without an injury, without a single flight being delayed.

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ALL LANDINGS were made with the aid of war-developed, radar ground-controlled approach units. These units plotted the planes over the field — "talked" the pilot into position over the runway — then safely down to the ground. In two years, there wasn't a single accident. Lessons learned will mean safer, more comfortable civilian flying for you.



AT THE FOREFRONT of this, and many other projects designed to keep America ahead in the air, are the pilots and aeronautical engineers of the U. S. Air Force . . . men who *met* the challenge of Aviation Cadet Training! Tomorrow's leaders in the great and growing aviation industry are receiving U. S. Air Force training now!

Only the best can be Aviation Cadets

If you can measure up to the exacting requirements of the Aviation Cadets, there's a wonderful education and a thrilling future in store for you. New classes begin every six weeks. Get full details at your nearest Air Force Base or Recruiting Office.

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For single or married men with two years of college (or who can pass equivalent examination). Between ages of 20 and 26½. High physical and moral qualifications.

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sequently with some plausibility that the plan offered the United States Steel Corporation a wonderful chance to swallow up a lively competitor while wrapping itself in the cloak of public spirit. To be sure, Elbert Gary, then chairman of the board of U.S. Steel, later testified before a congressional committee that his corporation did *not* want Tennessee Coal & Iron, and that he himself consented to the purchase during the panic only because Morgan, with his immense influence and power as the man who had organized the corporation, insisted that the deal must go through.

My own inclination is to believe that Morgan, when told that this Tennessee scheme would save the day, said to himself, "This is our chance. There may be some other way of saving Moore & Schley, but this one will work anyhow. It can be put through quickly—and time is short. Besides—who knows?—it may turn out to be a good stroke of business in the long run for the Steel Corporation. Let's go ahead."

The people immediately involved in this plan were no strangers to Morgan. Schley was a brother-in-law of George F. Baker of the First National Bank. Ledyard was one of his own kind, the sort of man he instinctively trusted; it was Ledyard whom he later chose to draw his will. He felt he didn't have to inquire further. He summoned Gary and the finance committee of the Steel Corporation and swept them into accepting the plan.

The battle against the panic came to its climax on Saturday, Nov. 2. That evening there was another memorable session at the Library. The trust companies were still having trouble, so Morgan assembled their presidents once more in the West Room. In the East Room were the representatives of the Clearing House banks. Morgan himself, with Gary and a few other men, had withdrawn for the occasion into the librarian's small office. During the evening Morgan's plan was unfolded: he would undertake to see that the Steel Corporation bought Tennessee Coal & Iron, temporarily obligating his own firm for the $25 million or so that this would require—*if* the trust companies would raise among themselves a further fund of $25 million to meet their own emergencies.

The door was locked

IT was an exhausting evening, at the end of an exhausting fortnight. These men had been brought together again and again in this very Library and had been compelled, against all the dictates of prudence, to subscribe money which they felt their banks could ill spare. Again and again the meetings had lasted till long after midnight. There was hardly a man among them who did not feel at the end of his tether. How much longer must this recurring nightmare continue among the rare editions and the gorgeous tapestries and the Renaissance masterpieces? Late that evening Benjamin Strong, sitting next to James Stillman on a lounge in the East Room, dozed off to sleep. Stillman asked him when he had last been to bed. "Thursday night," said Strong. All Friday night he had been hard at work re-examining the financial condition of the still-besieged Trust Company of America. At last he was called into the librarian's room to make his report to Morgan; and then, feeling that he might reasonably leave, he went to the front door to go home. It was locked. Morgan had the key in his pocket; this was a conference which no one must dare to walk out on until the problem had been solved.

The trust company heads, in the West Room, were reluctant to put up another $25 million. The talk went on and on. At last Morgan walked into the West Room and confronted them. He had with him a document according to which each trust company, according to its resources, would put up its share of the $25 million. One of his lawyers read it aloud, then laid it on the table.

"There you are, gentlemen," said Morgan.

No one stepped forward.

Morgan put his hand on the shoulder of Edward King, the dean of the group. "There's the place, King," he said firmly. "And here's the pen." And he put a gold pen in King's hand.

King signed. Then they all signed.

Morgan had carried the day. It was a quarter to 5 in the morning.

The crisis was not yet finished. The conferences on the terms of the purchase of Tennessee by the Steel Corporation went on late into Sunday night; and then—because Gary refused, without consulting the President of the United States, to consent to a purchase which might make the Steel Corporation subject to government prosecution under the Anti-Trust Act—Gary and Henry Clay Frick, a director of U.S. Steel made a night journey by special train to Washington to talk with President Roosevelt. They met the President Monday morning after breakfast and gave him a quick —and rather vague—summary of the situation, and Roosevelt said

CONTINUED ON PAGE 141



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NOW YOU TOO CAN WEAR

The OFFICIAL

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WRIST WATCH

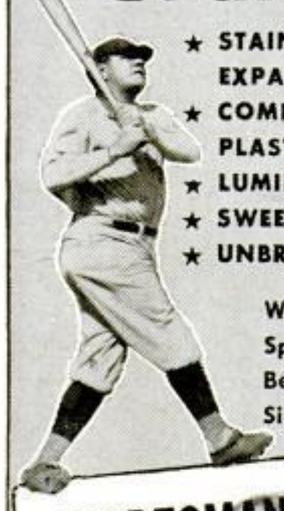
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of headache, neuritis and neuralgia

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the way thousands of physicians and dentists recommend—

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If you can't get your feet off your mind because they torment you unmercifully—just do this and you'll want to tell everybody about your wonderful experience with Dr. Scholl's Foot Balm. Rub your feet with it for a few minutes. You feel its soothing, nerve-quieting, stimulating effect at once. That fiery, aching, sore, tired feeling from exertion and fatigue is soon gone, forgotten. It is amazing how Dr. Scholl's Foot Balm leaves your feet so relieved, rested, refreshed, relaxed and revitalized so quickly. Get a jar today. At Drug, Shoe, Department Stores, Toilet Goods Counters.

FOR BEST RESULTS SHAVE WITH...



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YOUR DIAMOND WILL BE FLAWLESS*

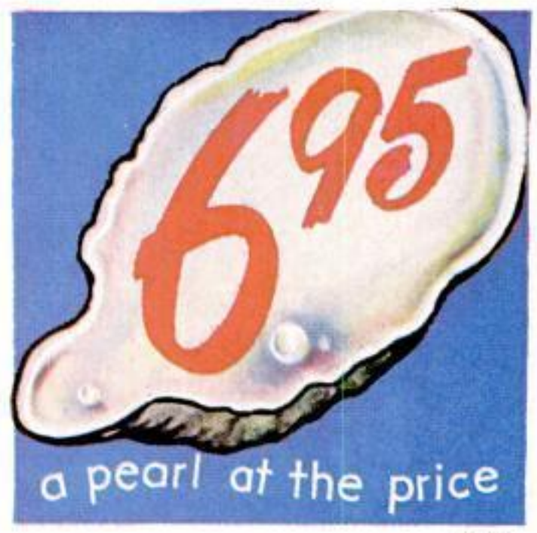
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EASY 2-MINUTE INSTALLATION
Anyone can do it!

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GUARANTEED NOT TO CHIP, CRACK OR PEEL†

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SMARTEST inspiration for a sunbright bathroom ever . . . **this** handsome NEW Federal "Lifetime" PEARLUSTRE seat . . . in 6 lustrous decorator colors . . . built to last a lifetime! Gay as a Mermaid . . . everlasting as the ocean waves, PEARLUSTRE has a $15 look . . . but, miracle of miracles, a modest, down-to-earth $6.95 price! You'll be thrilled by its sleeky beautiful mother-of-pearl appearance . . . with the subtle coloring and mar-proof gloss of a sea-shell . . . And you'll be thankful *forever* that a patented Dow Ethocel makes this possible for the first time. PEARLUSTRE is as clean and sanitary as the ocean breeze . . . and so easy to keep that way . . . with a little soap and water (no abrasives, please!) . . . What's more, every PEARLUSTRE seat is guaranteed not to chip, peel or crack! Don't hesitate a single minute . . . ask your favorite store for the sensational PEARLUSTRE seat . . . with exclusive features even your dealer will rave about: the "no-slam" resilient cushion bumpers, Federalok "Hold-Tight" brass hardware with concealed hinges, super-smooth surfaces, beveled edges. This new PEARLUSTRE seat fits all standard bowls . . . re-decorate your bathroom today with that so-right touch of glamour! It's an outstanding value . . . made by the makers of the "Original Lifetime DeLuxe" seat.

Manufactured of a special Ethocel formula developed in cooperation with Dow Chemical Co.

†Replacement Guaranteed

Look for the Mermaid label on the seat—it identifies genuine new Pearlustre Seat . . . At all good stores everywhere.



IMPORTANT!

See your nearest dealer's advertisement of these seats in your local newspaper, Sunday, April 24th, and address the coupon to that store. If you do not see this seat advertised in your local paper, mail coupon direct to Federal Seat Corporation, Long Island City 1, N. Y., and it will be forwarded to your nearest dealer.

Please send me.....FEDERAL Pearlustre SEATS in the following colors:

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The Swing is to Spring!

for vacation travel...
for business trips...
for pleasure tours...





Millions are doing it—swinging their travel plans away from the midsummer season into the pleasant months of Spring, when all outdoors comes to life in a burst of bright blossoms.

Greyhound SuperCoach travel has been chiefly responsible for this swing toward full enjoyment of Springtime highways. To vacationists and weekenders, Spring travel by Greyhound means delightful weather, first choice of accommodations in hotels and resorts, fully relaxed riding comfort—and *lowest fares in transportation!* For commercial travelers, Spring's the season of stepped-up selling—and Greyhound takes the business man to his prospects more conveniently than any other way.

This Spring offers a tempting list of great and gay events, pageants, festivals, in all parts of America. Pick the place—and *go Greyhound!*

"A Lot More Travel—for A Lot Less Money!"

APRIL

San Jacinto Fiesta, Texas cities, April 18-24
Patriots' Day, Boston, Mass.....April 19
Major League Baseball Openers..April 20
'89er Day, Guthrie, Okla.....April 22
Garden Week in Virginia....April 23-30
Ramona Pageant, Hemet and
San Jacinto, Calif.....April 23-May 8
Apple Blossom Festival,
Winchester, Va.....April 28
Penn Relay Carnival, Phila., Pa. April 29-30

MAY

Cinco de Mayo Celebrations, Mexico City
and Southern California.....May 5
Apple Blossom Festivals: Wenatchee,
Wash., and St. Joseph, Mo.....May 5-7
Kentucky Derby, Louisville, Ky.....May 7
Cotton Carnival, Memphis, Tenn..May 8-15
Lilac Festival, Spokane, Wash.....May 9



"Open House" in Kentucky....May 11-15
Helldorado Days,
Las Vegas, Nev.....May 12-15
Tulip Time, Holland, Mich.....May 14
Tulip Festival, Pella, Iowa.....May 15
Raisin Week, and West Coast Relays,
Fresno, Calif.....May 15-21
Bach Music Festival,
Bethlehem, Pa.....May 20-21



Fiesta de las Flores,
San Luis Obispo, Calif.....May 21-22
Lincoln Days, Lincoln, Neb.....May 21-24
Maritime Celebration,
Savannah, Ga.....May 22
Apple Blossom Festivals, Nova Scotia May 27
500-Mile Auto Race,
Indianapolis, Ind.....May 30

JUNE

Summer Ice Shows, Lake Placid, N.Y. June 4
100-Mile Auto Race, Milwaukee...June 5
Blessing of the Fishing Fleet,
Gloucester, Mass.....June 6
Rose Festival, Portland, Ore.....June 8-12
Buccaneer Days, Corpus Christi, Tex. June 11
Folk Song Festival, Ashland, Ky....June 12

(All dates subject to change)

Golden Rose Ski Tournament,
Mt. Hood, Ore.....June 12
Dairyland Festival, Watertown, N.Y. June 14
Lilac Time, Mackinac Island, Mich..June 15
California Rodeo, Salinas, Calif. June 16-19
Bunker Hill Celebration,
Charlestown, Mass.....June 17
Rhododendron Carnival,
Roan Mountain, Tenn.....June 19



Rhododendron Blossoms,
West Virginia.....June 24
Redwood Empire Centennial Exposition,
Eureka, Calif.....June 24-26
Indian Sun Dances, Ft. Hall and
Pocatello, Idaho...late June-early July



Relax with **GREYHOUND** *...and save on every trip!*

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he would interpose no objection (thus setting off another future controversy). It was not until three or four minutes of 10 on Monday morning, Nov. 4, that Perkins, sitting in the Morgan office with a telephone line open to the White House, heard Gary's voice telling him that it was all right, the President had said O.K. The announcement of the Tennessee deal could now be made just as the Stock Exchange opened.

The news had the expected effect. The market rallied.

Not for a long time yet would the financial markets of the country return to normal operations. There would still be runs on banks and minor bank failures, and the aftermath would follow—a short, but emphatic, slump in American business. But the corner had been turned. Now one could honestly say that the panic was over.

The lesson of the Panic of 1907 was clear, though not for some six years was it destined to be embodied in legislation: the United States gravely needed a central banking system, which could build up reserves to be disposed where they were most needed. The significance of Morgan's role during the panic was likewise clear. To the extent that a single man could exercise the functions of a central banking system, Morgan had done this. He had been, as it were, a one-man Federal Reserve Bank.

Where, the present-day reader may ask, was the President of the United States during such a public emergency? Where was the Secretary of the Treasury? Where was the governor of the state, the mayor of the city? They were either inactive in the crisis, or following Morgan's guidance, or looking to him for aid. Morgan was the leader.

Not by reason of the wealth of his firm, for though this was great, it could meet only a small fraction of the gigantic demands which developed. Not by reason of any special inventiveness on Morgan's part; other men worked up the tactical plans while he sat at his card table. His unique power in the crisis derived partly from the sense in the back of men's minds that if his leadership failed the whole financial world would go to ruin, whereas if it succeeded one would probably prosper much better if Morgan remembered one as an ally in time of need than if he marked one down as an objector. It derived partly from his organizing ability, partly from the fact that men trusted him to work for the general interest as they would trust nobody else of remotely comparable authority, partly from the compulsion in his very glance, but mostly from his courage. At a time when the almost universal instinct was to pull one's own chestnuts out of the fire, to escape new commitments, to dodge responsibility, he risked everything, again and again, on the success of his campaign. It is said that one banker came to 23 Wall Street during the panic and said, "I am very much disturbed; I am below my legal reserve." Said Morgan, "You ought to be ashamed of yourself to be anywhere near your legal reserve. What is your reserve for at a time like this except to use?" Thus by bludgeoning other men into displaying the courage that was his own supreme contribution, Morgan stopped the panic.



THE REGAL MORGAN is shown in this picture taken at congressional committee hearing in December 1912. He denied that he monopolized credit in U.S.





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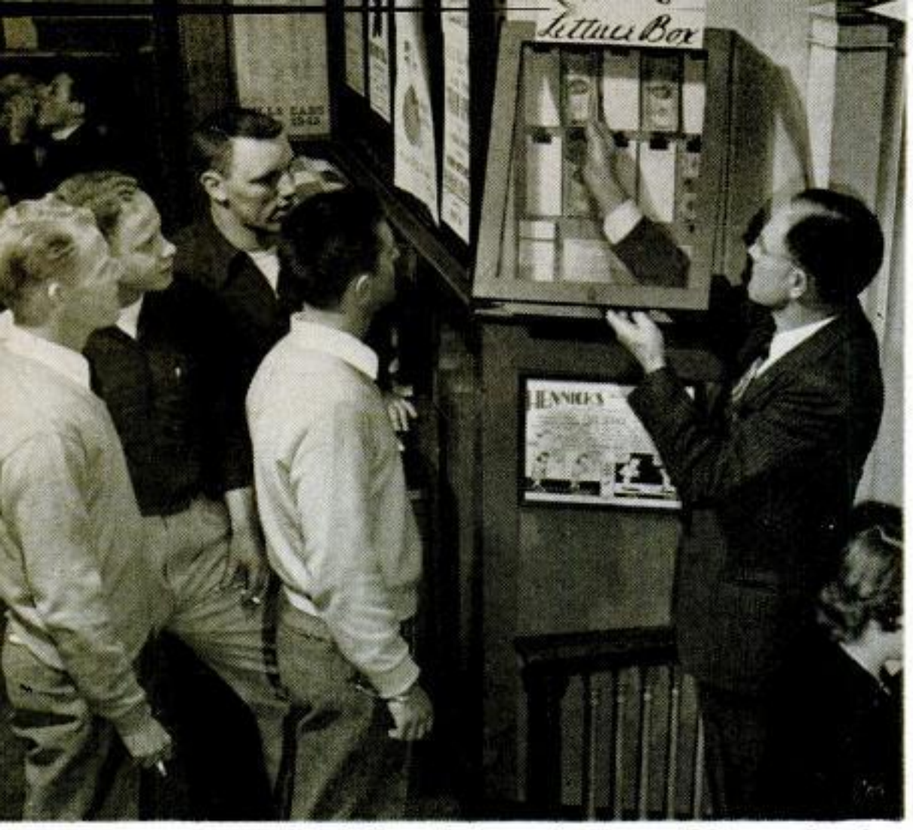
Life Visits the Lettuce Box

A $5 bill from a coffee shop finances an Ohio State student's weekend

To a college boy facing a pleasant spring weekend without a penny in his pocket, a $5 bill seems as desirable as a million and just as hard to get. To raise it he sometimes has to try to hock his books or to borrow from friends as broke as he is. But if he goes to Ohio State University at Columbus he can visit the lettuce box and help himself.

The lettuce box (*left*) is a box of ten $5 bills on the wall in Hēdon Hall, a famous O.S.U. campus hangout formerly called Hennicks. It was started in 1947 by Will Parker, the owner, to tide over GI students between checks. It makes $5 loans to students without red tape—a student has only to get Parker to unlock the box, take a bill, sign his name on a card and clip it face down in the box. If he does not return the money in five days, the card is turned face up and he is disgraced. So far the box has done $2,500 worth of business and has lost only $5.

Early this month O.S.U. Junior Bud Shively of Columbus, broke and facing a weekend, got $5 from the box. As these pictures show, he made the most of every cent, just managed to get through to Monday.



$5.00 Bud Shively (*center*) starts off his weekend as Parker gives him $5 from lettuce box on Friday.



$3.95 During afternoon Bud works on his jalopy, a "late '33" Plymouth. He invested 60¢ in gasket.



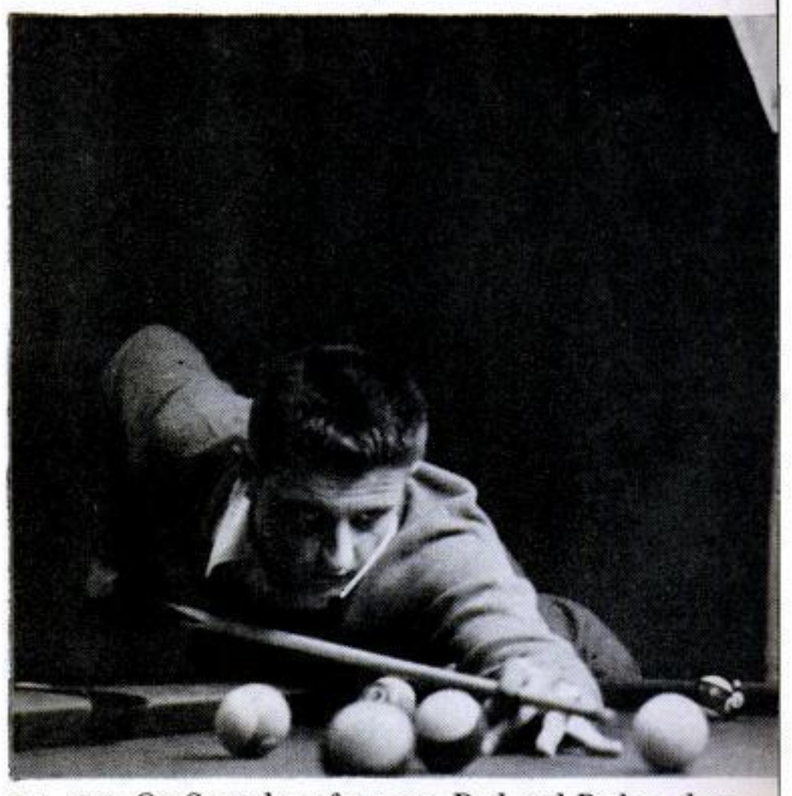
$3.50 At circus Friday night Bud spends 20¢ on candy, 25¢ on parasol for his girl, Vivian De Maria.



$2.30 Three clowns perform for Bud and Vivian at circus. Bud had been given one free ticket to show,



$2.15 On Saturday morning Bud goes over to house of his friend Red Eyerman (*right*) and studies while Red's sister Lorita presses suit that Bud was planning to wear that night. She charged Bud 15¢ for the job.



$1.80 On Saturday afternoon Bud and Red go down to Eddie's Poolroom and shoot a game of pool.



$1.39 Bud, who was a Navy aerial gunner, gives Vivian 40¢ worth of lessons on the electronic gun.



$1.25 They spend 14¢ more on the machines. Here Bud gets "Hot Stuff" score on "Kiss-o-meter."



$0.25 Bud and Vivian spend the rest of the evening at Hoover's, a nightspot in Columbus. Ham-

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$4.95 Bud breaks bill for cup of coffee. He brings own sandwich, will be charged 25¢ if caught eating it.



$4.80 Bud spends next 15¢ on pinball machine. He won five free games, said, "That starts me off right."



$4.55 After pinball game Bud goes down the street, spends 5¢ on candy, 20¢ on package of cigarets.



spent $1.20 on another for Vivian. He met her last summer when he and some friends made a trip to Cape Cod.



$1.90 After the show they stop off for Coke and hamburgers, spend 40¢. Then Bud took Vivian home.



$2.30 Bud's bankroll goes up as he wins 40¢ in a late poker game. Game lasted until 5 a.m. Saturday.



Bud tried to win a little money to bolster up his finances for the evening but instead ended up by losing 35¢ to Red.



$1.79 On Saturday night Bud takes Vivian to a downtown penny arcade. Here they start off on a row of penny machines and Vivian invests one cent in elaborate "screen testing" device that turned out to be mirror.



burgers, a beer and tip cost Bud one dollar, but they got a free round of soft drinks and beer for singing O.S.U. songs.

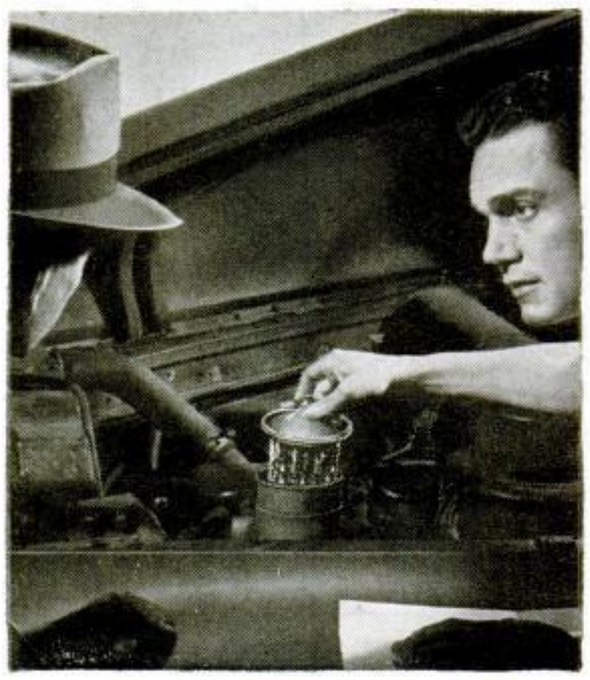


$0.00 On Sunday morning Bud and Vivian and Red Eyerman go to church together. Here Bud puts last 25¢ of the $5 he got from lettuce box into collection basket during the service. "It made me feel good," he said.

CONTINUED ON NEXT PAGE

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Time to "Spring-Clean" your Oil filter



WINTER DRIVING GUMS UP YOUR ENGINE . . . clogs your oil filter. Short runs, low temperatures, moisture condensing on cold cylinder walls, all load your oil filter with sludge.



LOOK AT THAT MUCK . . . an oil filter element loaded to capacity. It's time for a refill, or sludge and abrasives will clog oil passages, score cylinder walls and moving parts.



SWING INTO SPRING WITH A SAFER ENGINE. To help put more miles between you and costly engine repairs, be sure to ask your service station, garage, or car dealer to install a clean, new "Purolator" Refill.



TROUBLE-FREE MILES AHEAD. No other filter compares with the Purolator Micronic in filtering area, in dirt-absorbing capacity . . . and its pores are so tiny they trap *all* the engine-wrecking abrasives, *all* the sludge.

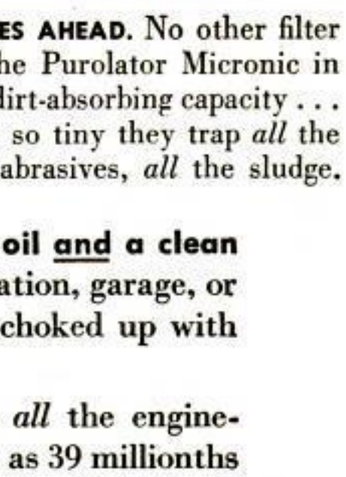
Make the spring changeover complete . . . new oil and a clean oil filter. Next time you drive into your service station, garage, or car dealer's, have your oil filter checked. If it's choked up with sludge and grit, install a new Purolator Refill.

Purolator, remember, is the filter that traps *all* the engine-wrecking sludge and abrasives—particles as small as 39 millionths of an inch. (Purolator Refills can be used in *any* make of oil filter.)

If your car is not equipped with an oil filter, you can keep your engine safer, your repair bills lower, by installing a "Purolator" immediately. Purolator Refill, $1.38 to $2.50 depending on make of car—installed in a few minutes. Purolator Oil Filter, complete, $6.50 up; also depending on make of car.

Purolator

MICRONIC **OIL FILTER**



. . . the oil filter that traps all the abrasives, all the sludge.

Lettuce Box CONTINUED



ON SUNDAY AFTERNOON the girls blow the boys to a picnic. Bud, now penniless as he was on Friday, told Vivian, "I'm sure glad you're buying this."



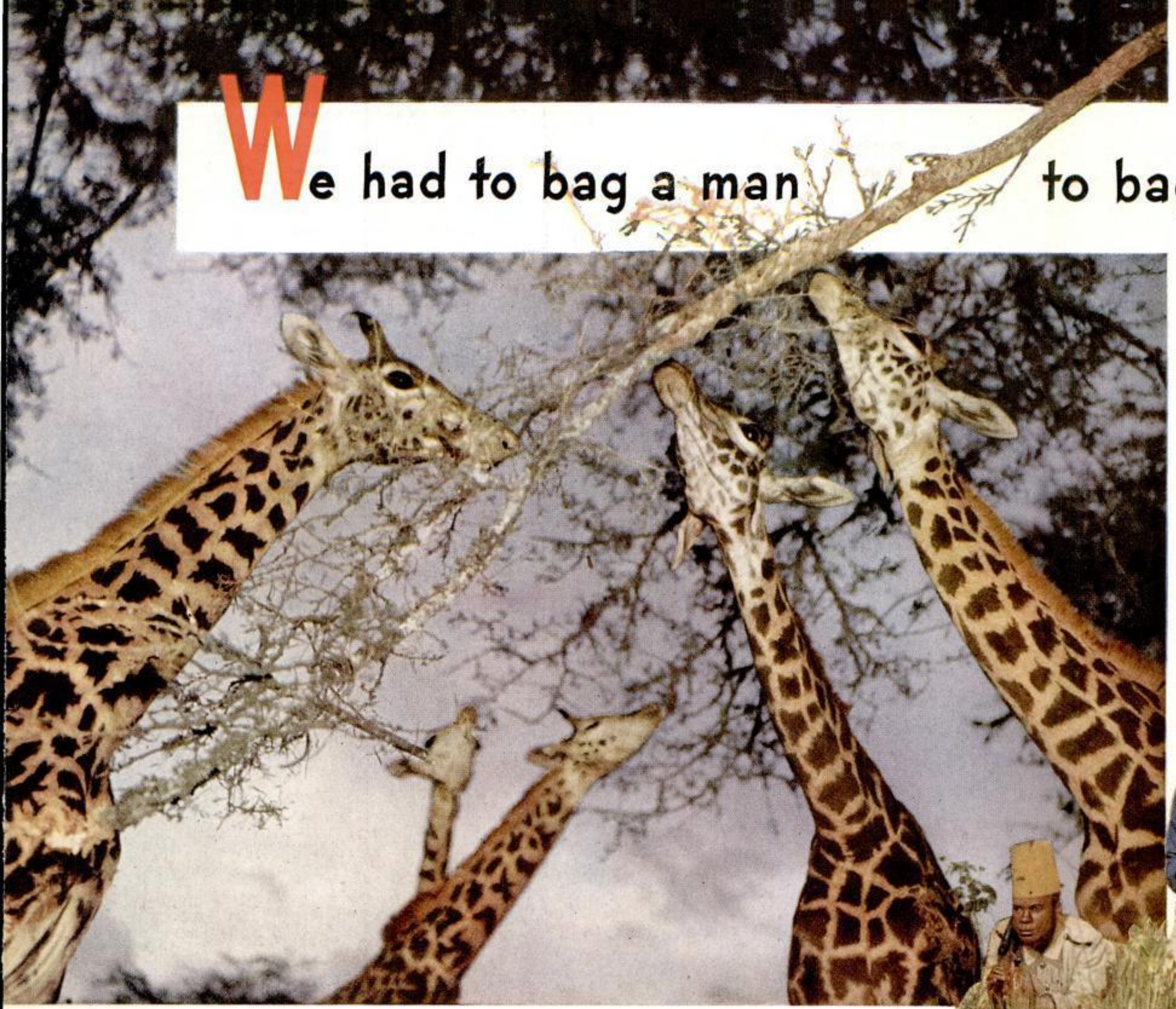
FOR THEIR PICNIC the girls chose a spot on the banks of the Scioto River near Columbus, served sandwiches and Cokes. Most of the boys are now broke.



AT END OF WEEKEND Bud and Vivian start home. Bud has three days in which to repay lettuce box and hopes to get his government check Monday.

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We had to bag a man to bag this game



1 **"Giraffes are tough targets** when your gun is a camera and you're aiming for color close-ups," writes Commander Attilio Gatti, a friend of Canadian Club just back from Tanganyika in East Africa. "The keen eyes, ears and sense of smell of those camera-shy giraffes defied our usual stalking strategy. So we set out to *trick* them—with modern military equipment.

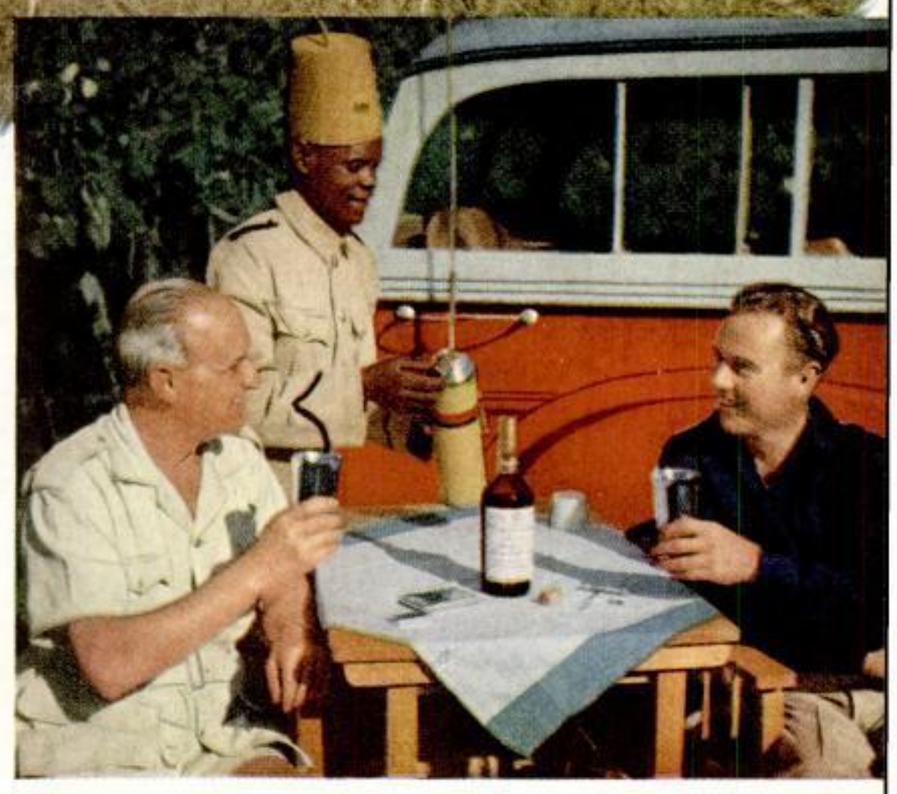




2 **"First we bagged our man.** Into two nylon bags designed to protect soldiers from poison gas, we put Weldon King and another photographer. Only their camera lenses and handy-talkie antennas stuck out. Then we left them at the giraffes' favorite feeding ground. I directed them from a quarter-mile away, downwind.



3 **"'Don't even breathe!'** I warned King over the handy-talkie as I watched the giraffes approach till they were right on top of him. Even the camera shutter was muffled because a startled giraffe can kill a man with one flick of a sharp hoof. Five times something scattered the giraffes before they settled down to nibble at the tiny leaves of the acacia tree.



4 **"'Looks good from here,'** I whispered. 'Got it!' King replied. But we kept our fingers crossed till we saw the result . . . *five* giraffes in *one* fine picture. Then we celebrated appropriately . . . with a precious bottle of Canadian Club.

5 **"In Nairobi,** 250 miles to the north, that bottle of Canadian Club had joined our safari. It made a memorable toast in our expedition tumblers. For years now, I've found Canadian Club . . . and people who share my enthusiasm for its good taste . . . all over the world." Why this worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening long . . . in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.



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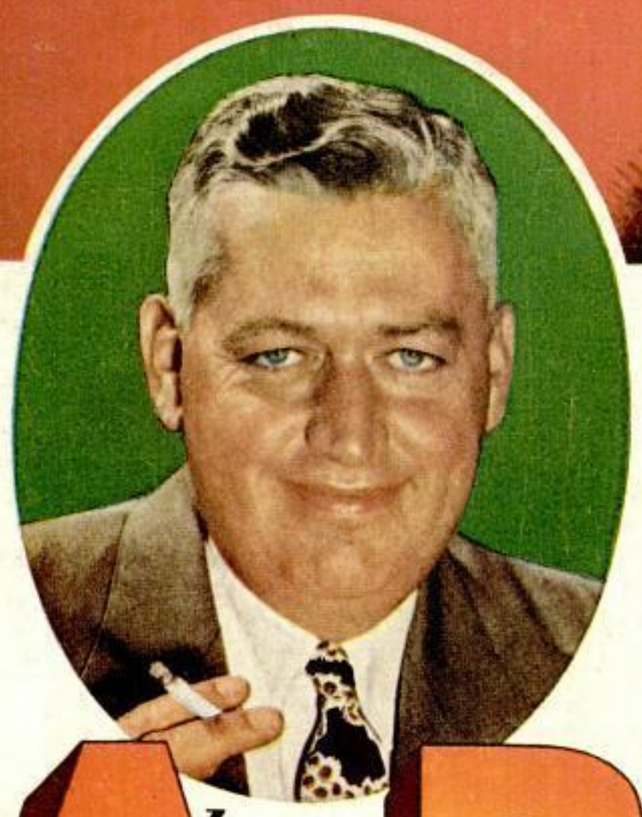
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